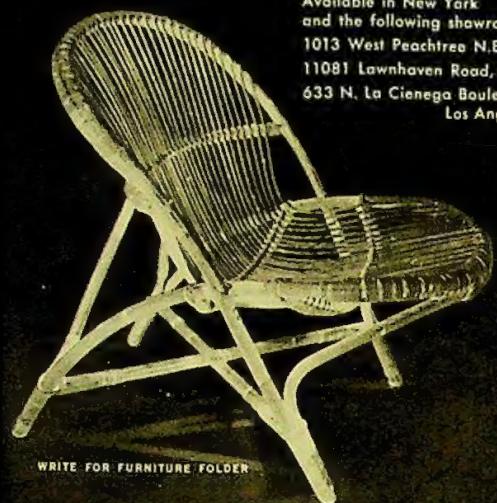


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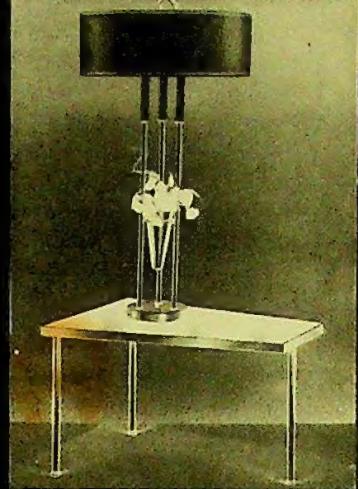


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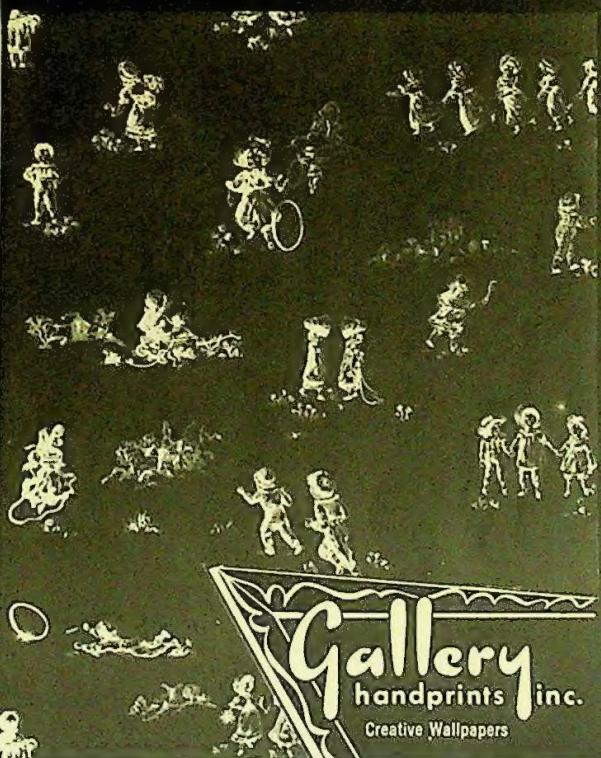
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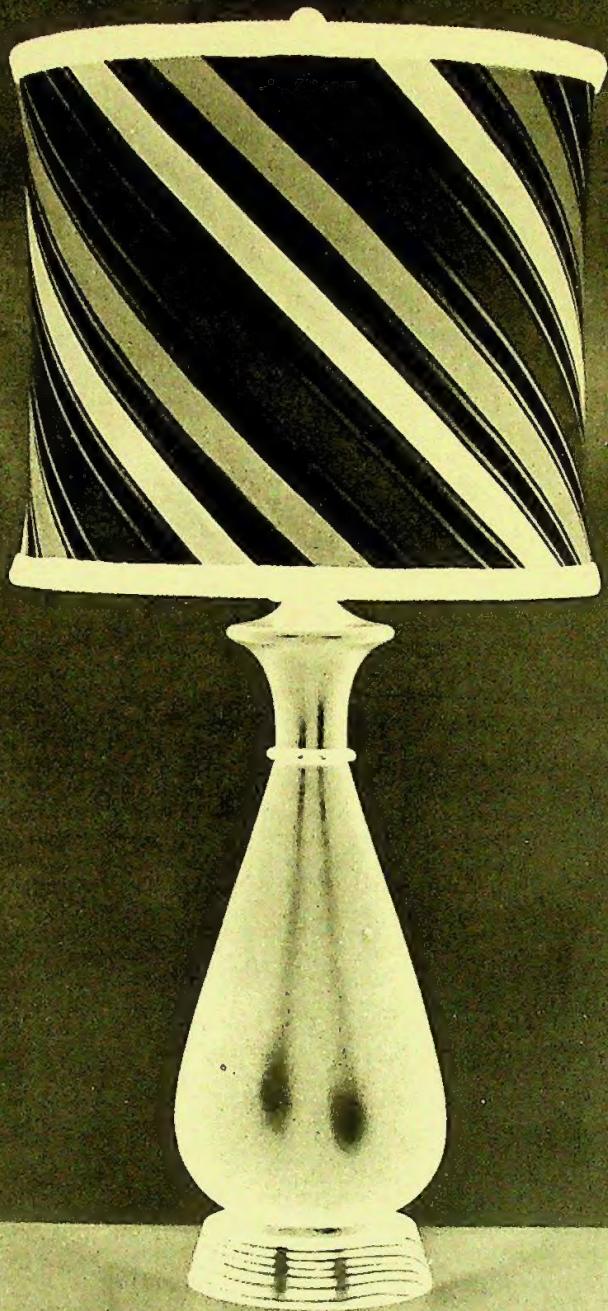
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**Interiors**

A-2



A-2

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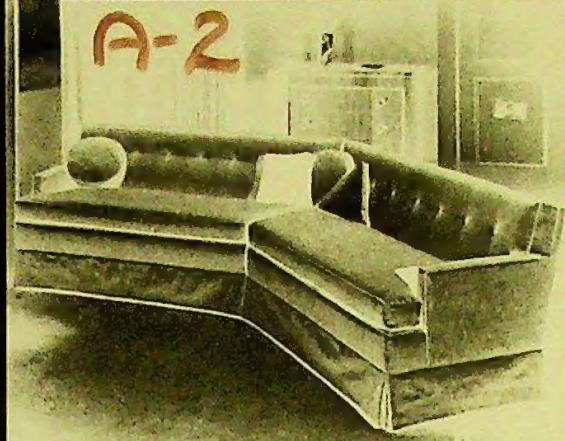
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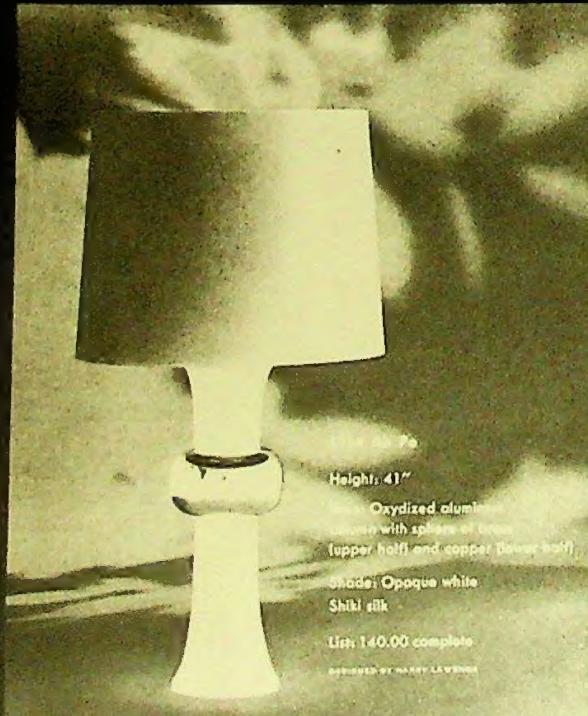
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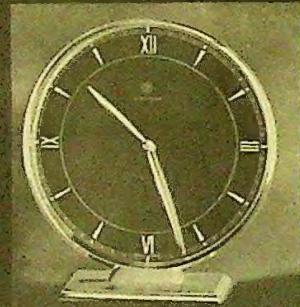
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**BUTTERFLIES** are depicted in this animated lamp of Kodapak plastic, said to be non-inflammable and static-free. Measuring 13 x 6 inches in diameter, it stands on wrought iron legs. Retailing at \$7.95, it is offered by Econolite Corp., 3517 W. Washington Blvd., Los Angeles.

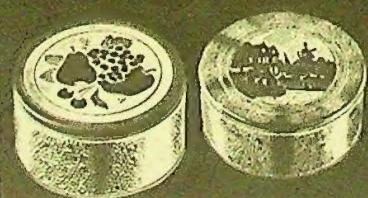
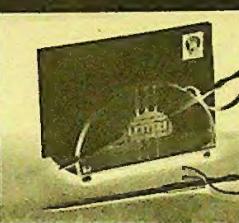
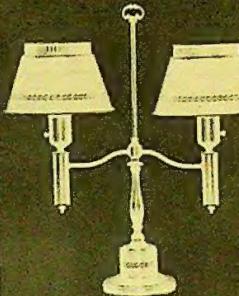
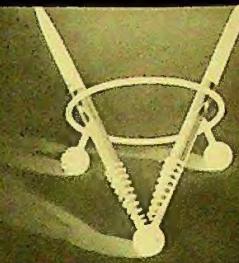
**PROVINCIAL** lamp, 15 inches high, is made of brass, and rests on a hobnail saucer and font. Has 15 inch skirt shade—removable and washable—with lace petticoat and white eyelet pique skirt plus red satin bow. Approximate retail price, \$9. Kayess Lamp Co., 2417 Pitkin Ave., Brooklyn, N. Y.

**EIGHT**-day Junghans sunburst clock of hand-polished and hammered brass. Measuring 18 inches in diameter, it retails for \$39.95 from The Henry Cohn Co., 101 Fifth Ave., New York.

**TWIN** ball point pen desk set comes in pink and black, red and black, white and black, turquoise and black with gold-black matte finish stand. Retails at \$3.95 from Jack Martin, Brack Shops, Los Angeles.

**STUDENT** table lamp, 22 x 24 $\frac{1}{4}$  inches high, is made of solid brass or hand decorated tole in red, green, ivory, yellow, and empire black with striped bands and motif in gold. J. & H. Alexander, 225 Fifth Ave., New York. Metal shades measure 9 inches in diameter; glass reflectors, 6 inches in diameter. Also available in combination of tole and brass.

**BRASS** letter holder and opener, 3 $\frac{1}{4}$  x 6 $\frac{1}{4}$  inches, are imported from England. Priced to retail at \$3.95 from Metalcraft Industries, 5 University Pl., New York.



**FOR MILADY'S** evening are these petit-point bags in three styles of black rayon with multi-colored inserts, and zippers. Retailing at \$6.95 each, they are offered by Unimart, 108 E. 16th St., New York.

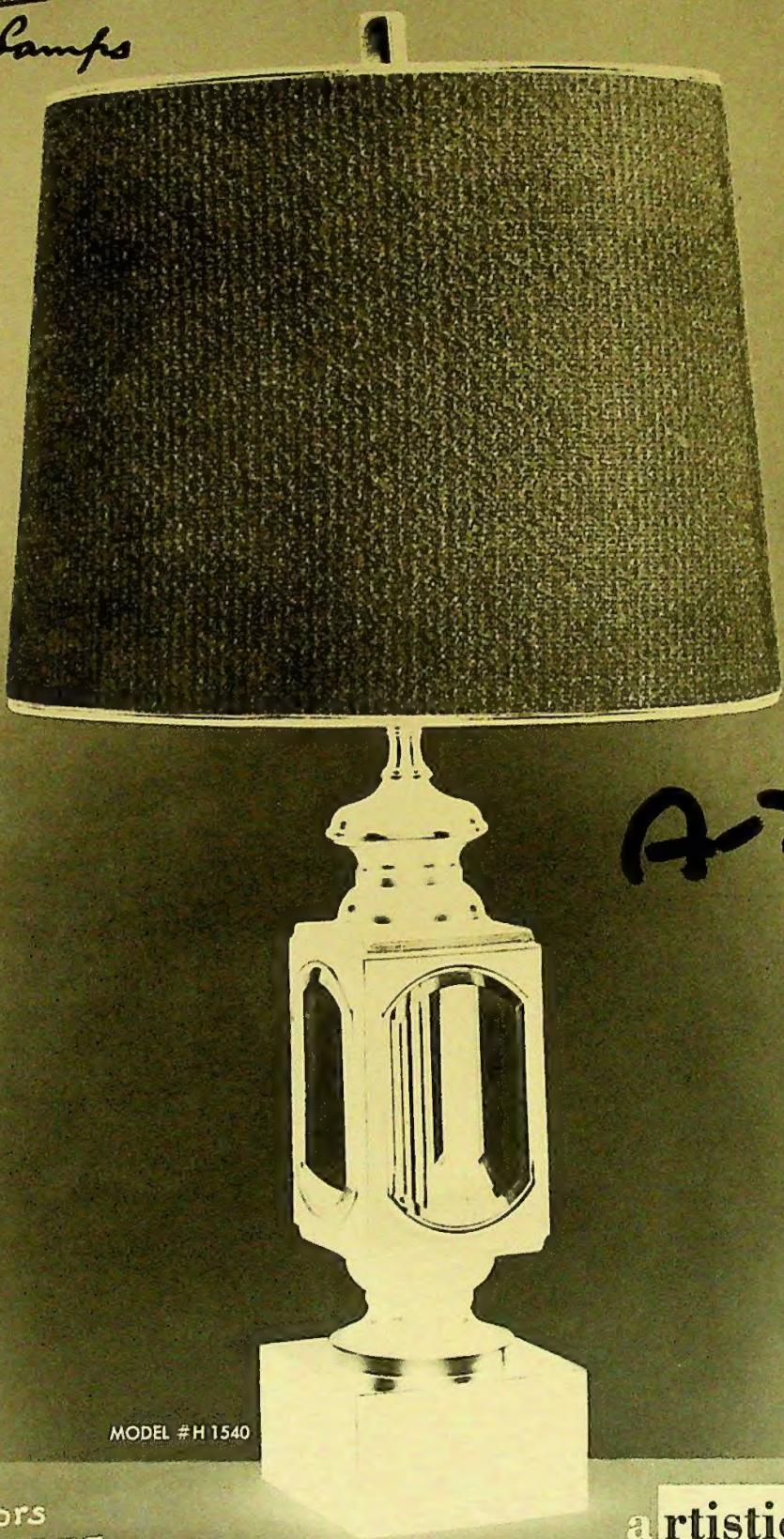
**HAMMERED** aluminum decorative gift tins made by Weinman Bros., 3260 W. Grand Ave., Chicago. Silvery aluminum color with designs in copper finish. Motifs tooled in deep relief and hand antiqued. Comes in various sizes and may be used for many different items.

**GENUINE** golf ball bottle opener is being offered by Perry Blackburne Associates Inc., 37 W. 26th St., New York. Gift packaged, it retails for \$1.



THE ORIGINATOR OF 3-WAY LIGHTING

Table Lamps



MODEL # H 1540

Interiors  
June 1955  
Page 28

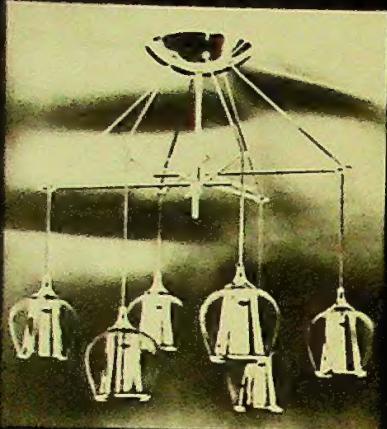
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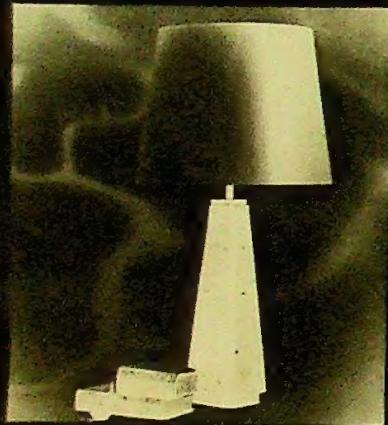
1

LIGHTOLIER's Jubilee group, from which we show version (1), permits dimensional adjustment via white cords which slip through notched ends of brass struts. Light fixtures are gold-flecked glass.

KNEEDLER-FAUCHERE's newest include black marble obelisk (2) and Scandia (3) with bleached birch base, milkglass shade, brass finial.

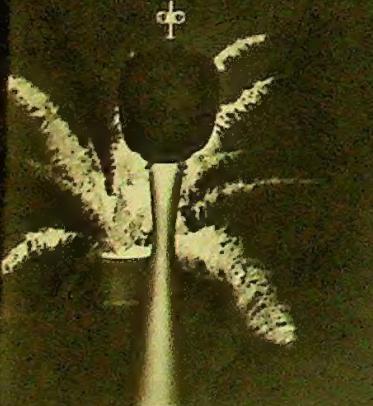
BRACH-ALLEN'S varied assortment includes black wire obelisk on gold-leaf base (4) and column design (6) formed of colorful glazed and unglazed tiles, topped with mat black parchment shade.

REMBRANDT'S Twin Bullet (5) sets perforated brass reflectors on white enameled arms. In New York at WESTCORT, 4 East 52nd Street.



2

Harry Lawenda for Kneedler-  
Fauchère, 451 Jackson  
Square, San Francisco.



4

Black wire by Brach-  
Allen, 1323 South  
Michigan, Chicago.

5

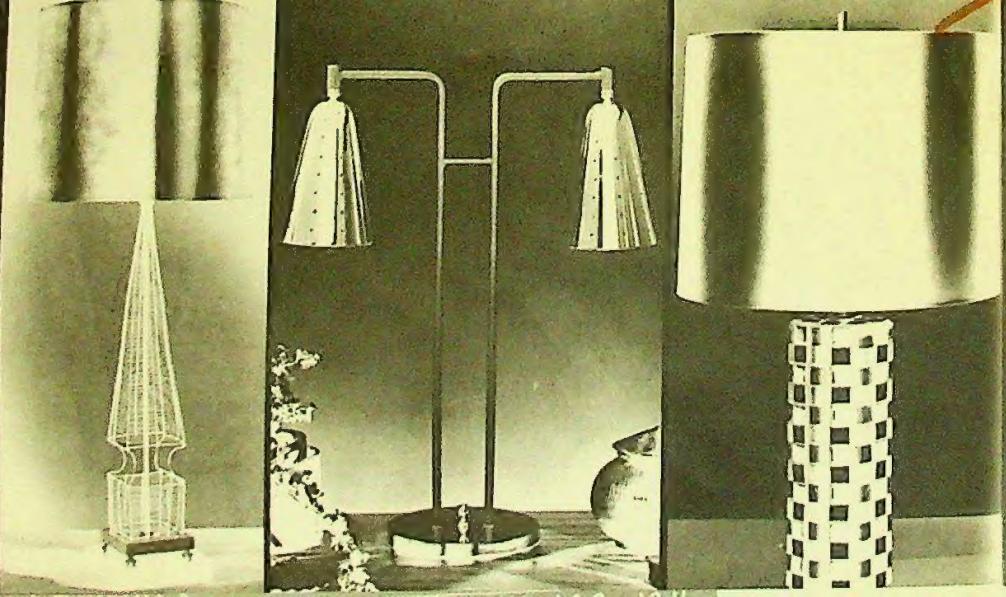
William Hinn for  
Rembrandt, 259  
South Erie, Chicago.

6

Checkered-effect  
tiles for  
Brach-Allen Studio.

3

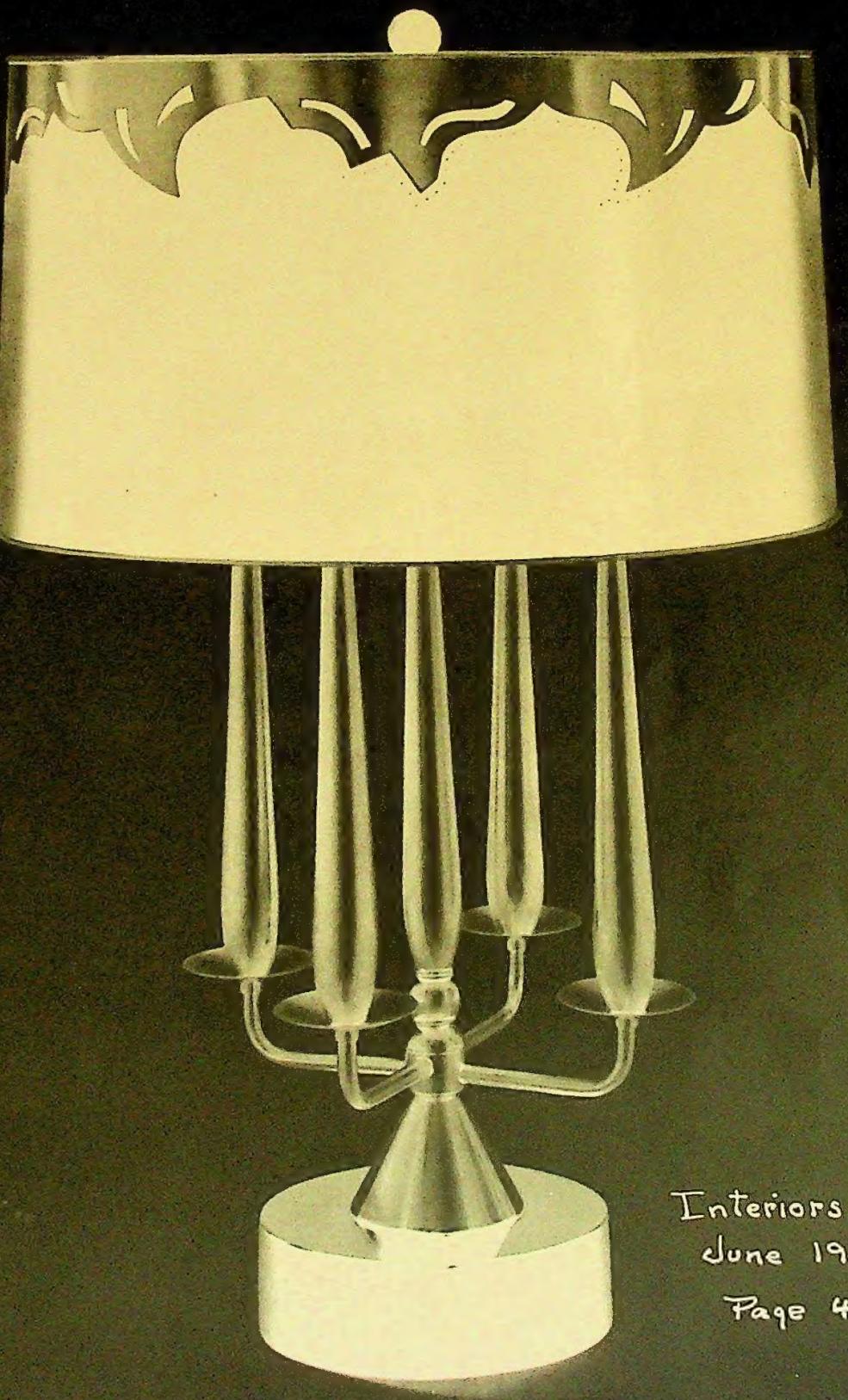
George Wright for  
Kneedler-Fauchère.



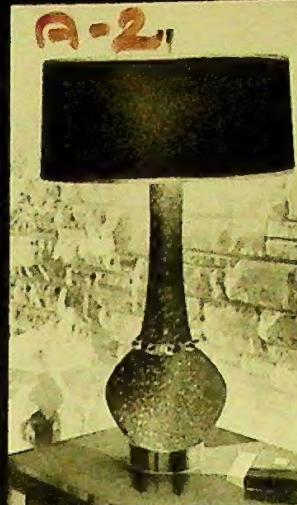
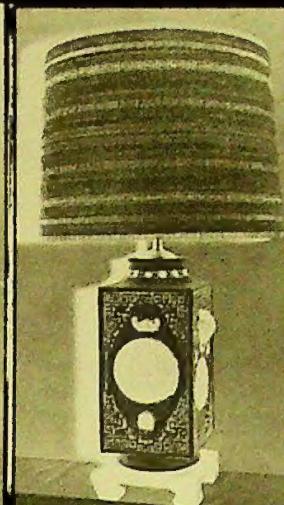
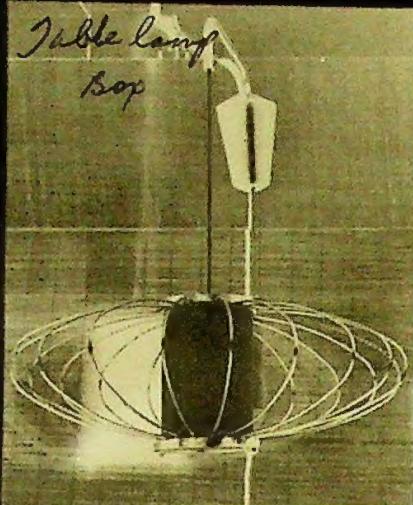
Interiors  
June 1955

A-2

*from the Bethwood Collection—*



Interiors  
June 1955  
Page 45



WALL LAMP, left, is 19" in diameter. Features brass finish wires and white milk glass center cylinder. Retails, \$25. Lightcraft of California, Los Angeles. Table-floor lamp, right, is 60" high, has three-way lighting. Table, with white Nevamar plastic top is 16" in diameter. Retails, \$59. Modeline Co., Los Angeles.

CERAMIC copy of Chinese temple jar, left, is white with brown accents. Shade of brown matchsticks with white chenille and gold Lurex. \$85. Wilshire House, Beverly Hills, Calif. Cork Lamp, right, in brown, white or charcoal, has brass band and ball trim. Shade is textured white cotton. \$63. Charles Co., Los Angeles.

### New lamps from California

ORIGINALITY, in material and design, is the key to the latest California lamps. Included in the new versions, which exploit unusual ideas, is a classic Chinese temple

jar base using modern decorator colorings; molded cork, shaped into a traditional elongated base, and ornamented with gleaming brass; a caged milk glass cylinder wall lamp; and a double unit floor lamp with plastic table top and polyplastic shades.

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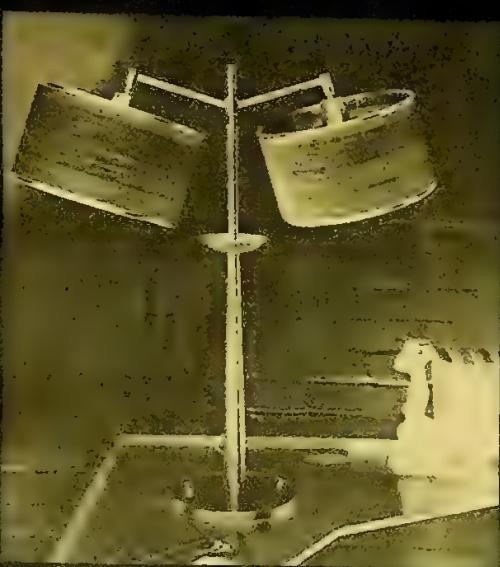
Get set to cash in on the business to be generated by the 1955 Festival. There's nothing like it in the industry! Get in touch with a Tribune representative. Let him show you how to tie into this proved sales producer. Write, wire or phone now while the subject is fresh in your mind.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER

## Table Lamps



Good tradition: a base copied from English antique, linoleum-on-skin shade. Brach-Alcan.



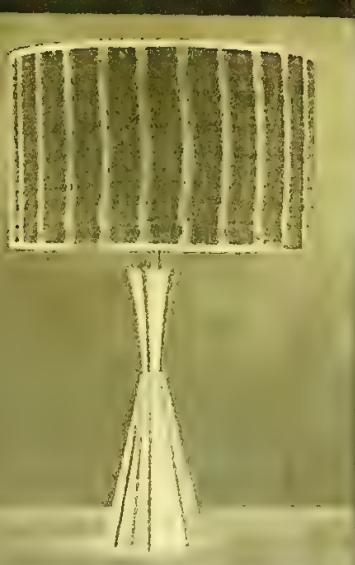
Bobechos: a smart double lamp by Rembrandt is of highly polished brass with laminated fibre-glass shades. 26ins.



Venetian cherub copied from old wood carving; gold leaf shade. Cooper.



Crystall gold and white glass. Solid brass stem. Full-blade. Brach-Alcan.



Bone and ceramic base, laminated shade, in a 3-way light. Height 24ins. Price £12.50. "Empress" line.

Tall (44 ins) model for use on low table. Brass and leather crest on sheepskin shade. Rembrandt.

Good Design. Furniture by Marshall Studios. Height 36ins. Price £15.00.

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## Table lamps in assorted media

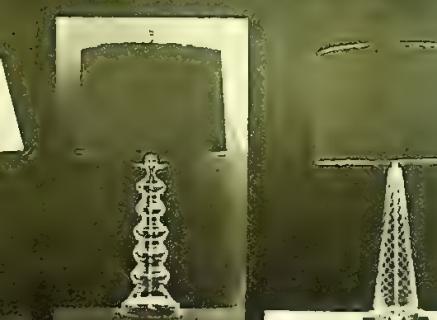
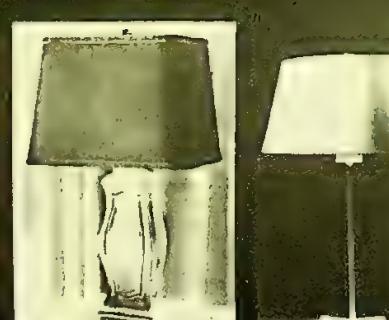
Interiors Oct. 1954



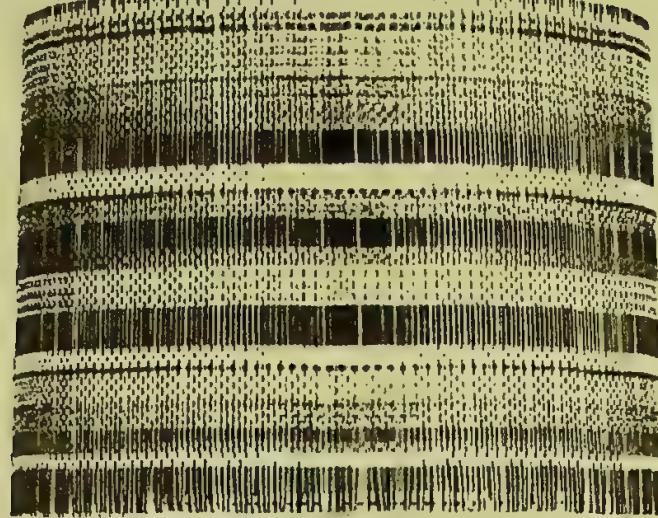
- 1 Abele Wasserberg's china-lashed *Oblique* is delicately decked in gold, topped with gold-lined parchment shade.
- 2 From the Crest Company's Studio group, *Verona* arm chair under is highlighted with metal trim.
- 3 Italian glassware with pearl-finish *Terra Cotta*, mounted multi-level, is shaded in aluminum-effect plaster by Paul Hora.
- 4 Tall, elegant tiering, from an extensive new line by Wei-man, sets large clear die cast-trimmed shade on candlestick base. Muntzay g hand blown twist.



- 5 French Provincial lamp with hand-carved fruitwood base and gold leaf trim was inspired by an old French commode. shade is handmade. From Frederick Cooper Studios.
- 6 Foretrends offers a metal-base group in a marvelous range of colors. Retail price on this model is \$16.50.
- 7 Tower Craftsmen, Inc. adapted the *Dwight* from an old Chinese candlestick. Brass column is foiled-on fabric-backed parchment shade with metallic braid trim.
- 8 From a group of colored or clear Murano glass lamps and accessories imported from Italy by Camer Glass, Inc.



# Table Lamps



A-2



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NY 25 195

60

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catalog

Interiors May 1954 Page 65

No. 9397

Your most  
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Table Lamps

A-2

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Interiors. March 1954 - Page 52

*Tulip lamp boy!*  
*Why Gamble?*

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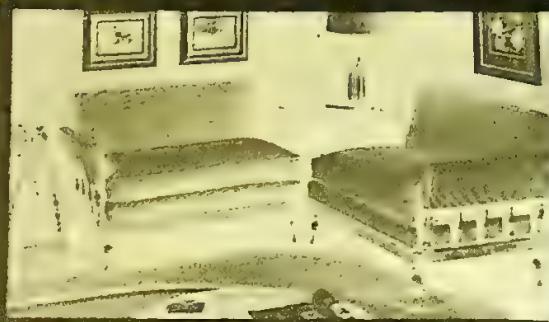
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395-401 Fourth Ave., New York 16, N.Y.  
"Lamp Craftsmen Since 1922"

Home Furnishings  
Jan. 1954

## New SIA group proposed

The Society of Industrial Artists is planning to form a new group to be called the 'Product Design (Light Engineering) Group'. This, it is hoped, will satisfy the long-felt need for better representation of product designers in the SIA and at the same time attract a number of designers into the Society who are not yet members.

## Exchanging ideas

Speaking at the recent annual prize-giving to students of the Hammersmith School of Building and Arts and Crafts, Gordon Russell, director of the CoID, emphasised the importance of exchanging ideas between different departments in the school. He went on to say that in this age of specialists there is much to be said for learning about things outside one's own job. Good design never comes to fruition without collaboration in many different spheres. Learning to use the tools of one's trade is equally important. Inspiration and intuition are not enough.

## Cotton board exhibition

The third exhibition of fabric samples from France and the USA is on show at the Cotton Board Colour, Design and Style Centre until January 9.

## Medical exhibition stand



Guarea and birch hardwood slats in different widths are used extensively on this stand for the Pharmaceutical Laboratories Gaze Ltd at the recent London Medical Exhibition, New Horticultural Hall. The exhibits were displayed on small, brightly coloured, typical panels. The designer, Ian Bradberry, has succeeded in incorporating the distorted lettering of the firm's trademark without spoiling the general effect. The contractor was G. & W. Waller Ltd.

## Centre closed

The HOUSE & GARDEN Decoration Centre at Grafton Street has now been closed.

## RCA looks ahead

'The Royal College of Art: Looking Ahead' is the title of a lecture to be given by Robin Darwin, Principal of the Royal College of Art, to the Royal Society of Arts on January 20. Non-members wishing to attend should

# A-2

## New light fittings

Show here are examples from the new range of light fittings designed by Beverley Pick Associates and sold by the General Electric Co Ltd. The two pendants, above, make original contributions to the earlier range of CHRYSLINE fittings, in which the delight in using an untried material appeared to dominate the designs. In the new designs the double curvature, made possible by the shrinkage of the plastic after it has been sprayed onto the wire frame, is used with more discrimination. The translucent plastic is of light weight and can be washed clean when necessary.

The table models, below, and the pendant fitting, below right, are more orthodox, and yet equally creative within narrower limits. The shades are of thin card with silk screen decoration in strong colours. The stands, of bent wire, stove enamelled, have their own decorative qualities which might be enhanced if more subtle shapes were used. The pendant fitting of thin card with metal stars attached to a wire grille could hardly be improved.

Beverley Pick Associates have now been appointed by the GEC as consultants to the company's lighting division. They are to produce a new range of contemporary light fittings and advise on matters concerning design and development.



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91

*Sensational!*

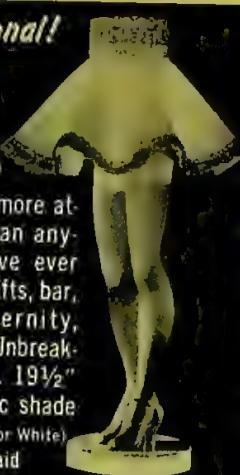
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ta-tiful collection it is. While the major portion of the line is devoted to pretty, contemporary interpretations of crafts like side-vistas and Early American, there is also an important group of background prints based on structural elements. One of these is Painted Wood, an interpretation of painted pecky-cypress, with sharp-side lighting showing the knots, rough grain and board divisions. Others in the group include a pink stone Garden Wall and the Barn-Wall pattern we reproduced on preceding page. Several softly colored textured effects round out the collection, where the color emphasis is on warm tones of browns, greens and golds, with peacock for bright contrast.

### Now it's SuperSanitas

Fifty-year-old Sanitas is now SuperSanitas, and the new superlative in the name is the result of some significant improvements in this fabric wall covering. Latex coatings have replaced the five layers of paint formerly used by the firm, and the final protective coating is a clear plastic that, the firm says, guarantees washability. All this is accompanied by offering two-thirds of the line in surface printing, providing up to twelve colors to a pattern. The rest of the line is composed of gravure prints. Furthermore, thanks to an electronic color computer, the firm believes that it has arrived at absolute control in color formulation. A typical example of what they're up to, design-wise, is the Rice Straws pattern on the preceding page. SuperSanitas is turned out by Standard Coated Products, Incorporated, in New York at 67 West 44th Street.

### Katzenbach & Warren's facility

To write that the newly introduced wallpapers by Katzenbach and Warren, Inc. are exciting, significant and handsome is really saying nothing new to anyone who has gazed their 575 Madison Avenue showrooms in New York, or only reluctantly that we offer up those adjective again in praise of their new line. This collection includes both an important selection of 18th Century documents grouped in an American Traditions collection, and a batch of refreshing contemporary designs. In the former category are four documents from the Cooper Union Museum, three of them English, and two French. Another French document is the Garde Nationale reproduced on the preceding page, with national guards of various European nations parading with playing-card flags. Other new American Traditions patterns include a group of hat box papers, and two 18th Century border papers, with 12 unique textured papers for use with them. As is the case with most of the patterned papers in this collection, they are made with an antique finish to resemble the *vergette* of the 18th Century papers. Contemporary designs reflect world-wide inspiration. There's Taotie, a drawing of Oriental paper lanterns hung on bamboo poles; old Signs is an all-over presentation of old London's trade inn signs. Large apothecary jars filled with various concoctions are depicted for Candy Jar, Venice, the Oxford, Old American, as well as more universal flowers and vines also hand-crafted.

### Colorful more

Dorothy Liebes has shuttled her sprawling weaving, tapestry and styling operations to the Decorative Arts Center at 305 East 61st Street, New York 21, and the event was properly heralded with a party in her new design and production studio. A party isn't required, however, to judge Liebes' lavish new quarters festive. All her weaving accomplishments

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1111

FOLDS TO 35" X 11"



OPENS TO SEAT TWO OR THREE

### FOLDING TABLE

DESIGNED BY BRUNO MATHSSON

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Quality in Wrought Iron . . .

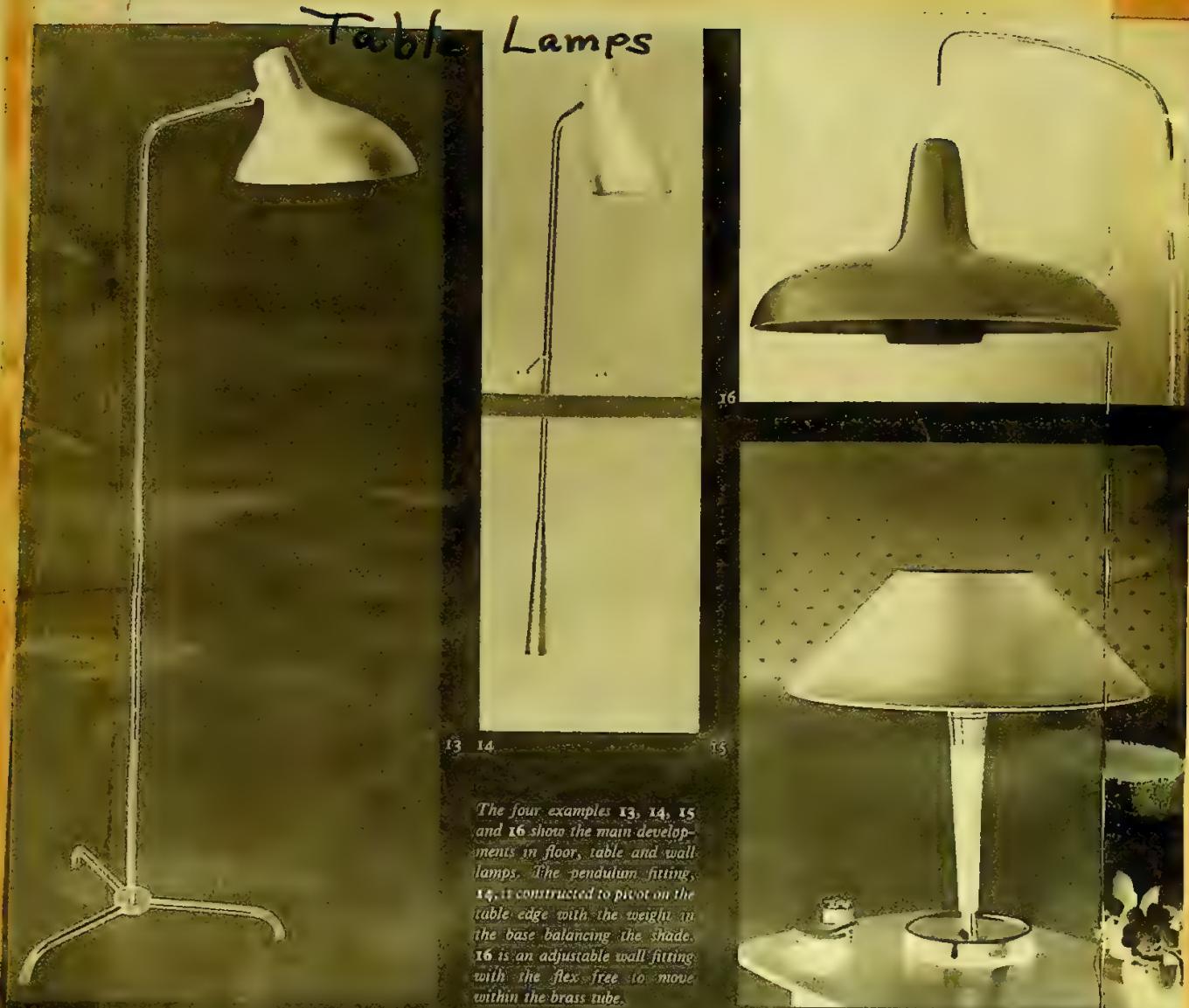
The simplicity of these andirons and tools accentuates the fine quality of the workmanship; the tapered dimensions and chamfered edges, are the result of skilled craftsmen working on the finest Swedish iron. They prove that in iron, as well as in fabrics, there is a place in the contemporary scheme for the finest.

# Edwin Jackson

Fireplace specialists for four generations  
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A-2

Table Lamps



The four examples 13, 14, 15 and 16 show the main developments in floor, table and wall lamps. The pendulum fitting 14 is constructed to pivot on the table edge with the weight in the base balancing the shade. 16 is an adjustable wall fitting with the flex free to move within the brass tube.

framed to enable him to keep abreast of technical and commercial developments within the firm, while as an architect in private practice he could bring a fresh approach to lighting fitting design and remain in close touch with the problems of the architect. Roland, the third son, also entered the firm and is destined to manage the sales side when his training is complete.

#### Problems of fluorescent lamps

The design of fluorescent fittings was the first major post-war problem, at a time when 'tin-basings' were the most common solution. The Merchant

Adventurers offered some typically individual solutions. Although they are no longer in the catalogue, the first fluorescent fitting designs demonstrate once again the simple and economical approach to the use of materials and their assembly. These solutions arose partly from lack of metal, but it is interesting, in the light of the early application of the combined clean and sandblasted glass glaze for incandescent fittings, to see the solution applied, in a different context, to the fluorescent fitting.

The current range is a little more orthodox in appearance, although most models are far ahead of the general run of fluorescent fitting design, 18, 19 and 20. The main features in their design are restraint, subtlety and unobtrusiveness, qualities which

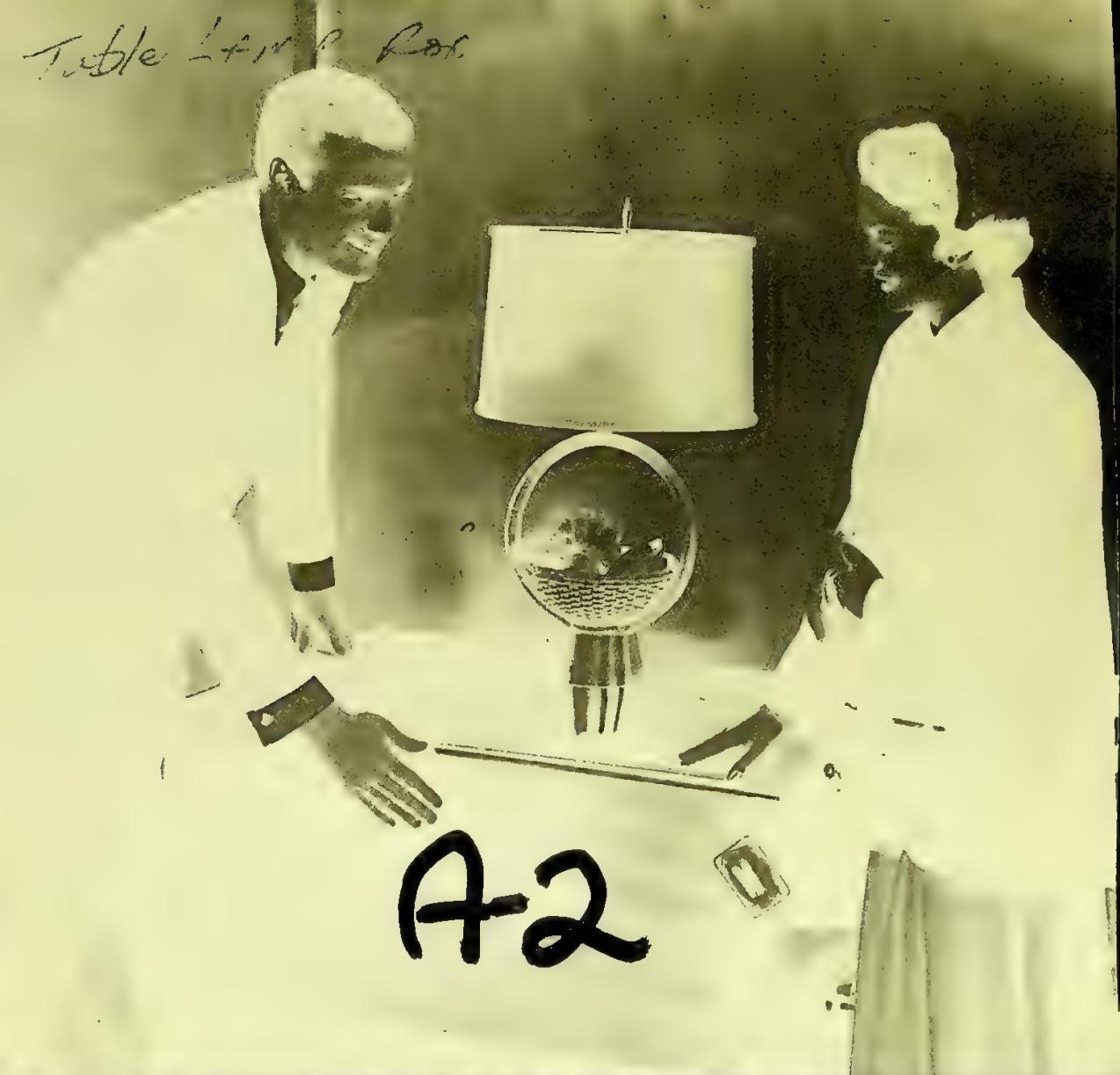
Sept. 1953

RETURN TO  
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Table Lamp Rec.



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By MERCY DOBELL

Sales Training Director HOME FURNISHINGS

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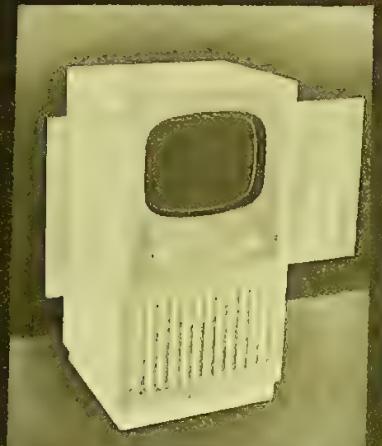
June 1953

The recessed front is like a proscenium arch and the pale colour lessens brightness contrast. Maker: Thorn Electrical Industries Ltd.

Television or coffee table with revolving top. Designer: Commander D. N. W. Joel. Maker: David Joel Ltd.

Chassis and cabinet combine to make a ROLLS-ROYCE job. Designers: G. J. Collins (cabinet), R. A. Dale (chassis). Maker: Dynatron Radio Ltd.

Switch inside top of light flexible arm, waxed buckskin grip, takes 100 W lamp. Designer: Rudolf Hollmann. Maker: Oswald Hollmann.

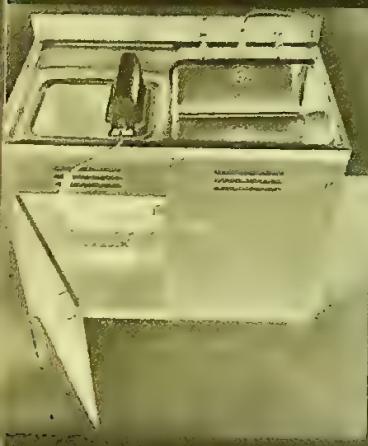


## REVIEW OF CURRENT DESIGN

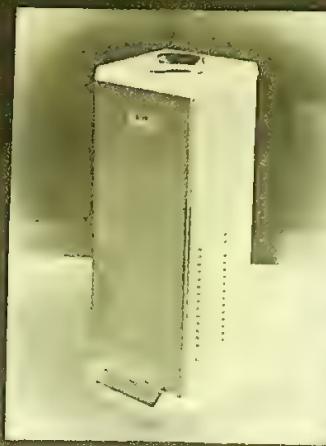
This feature offers a selection of goods up to the standard acceptable for 'Design Review', the photographic index of current British products that is open for inspection at the London headquarters of the CoID. Manufacturers in a wide range of durable consumer goods are invited to submit their new products for inclusion in 'Design Review'. Enquiries should be addressed to Mark Hartland Thomas, Chief Industrial Officer, Council of Industrial Design.



Earthenware bowl, hand made, with incised decoration. Designer: William Barnes. Maker: Pilkington's Tiles Ltd.



Sink with HOOVER washing machine occupies 42 inches square. Wringer folds into tub, covered by drainer. Maker: Eee Kitchens Ltd.



Drinking water cooler and fountain. Maker: The Lightfoot Refrigeration Co Ltd.



Continuous-burning grate. The low height, 7 inches, chiefly accounts for its excellent appearance. Maker: Sidney Flavel & Co Ltd.



Enameled cast iron griddle pan to enclose this VIGOR 12 inch gas cooker. The surface of the griddle is typified by open, irregular holes. General Gas Appliances.

A-2

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# LAMPS TURN TO *Light*

By MARY BRYANT

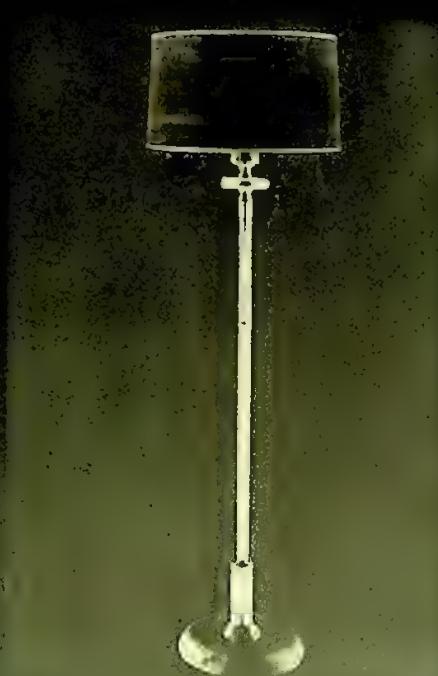
*Decoration Secondary  
to Function in 1953 Lines*



Magazine rack and table with lamp by Verplex



Hueger "Roman Helmet" model



Briar floor lamp by Art Lamp

*Furniture Age - April 1953*

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# DESIGN DIV.

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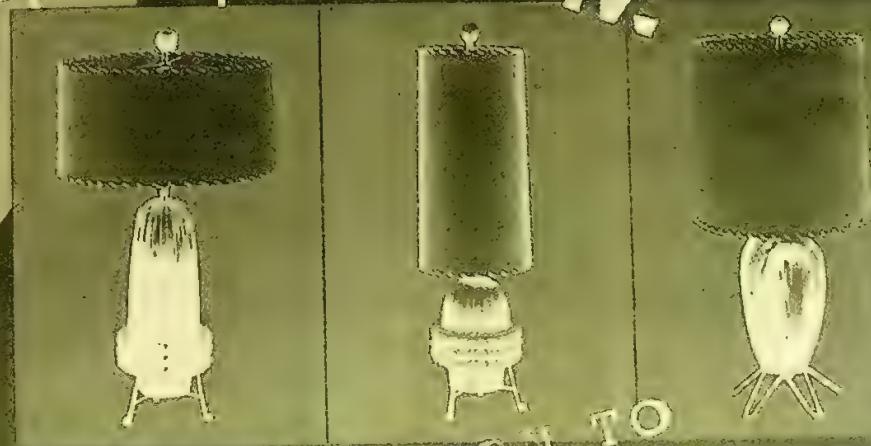
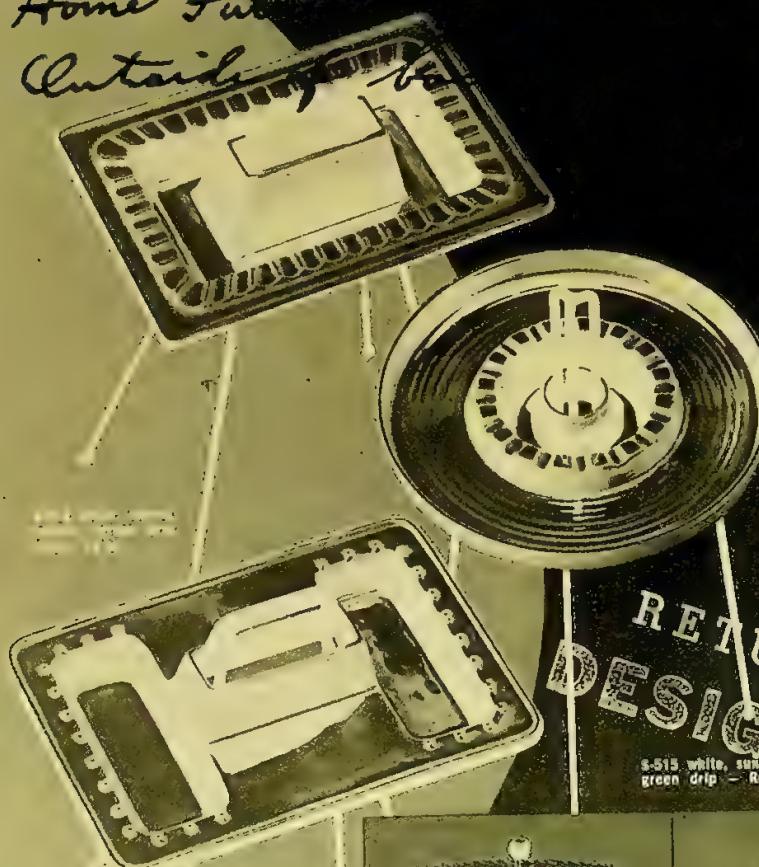
We've got a smash hit for you! Smart trade-paper writers, sensing a trend, pictured and "puffed" this combination in show issues. Smart buyers during the shows set the trend in motion. And now orders—orders—orders—prove the writers and buyers were right. Don't you miss the double sales impact of Haeger's ceramic and wrought iron combinations. Lamps and snak-ash-stands can be shipped together. Better place your order now!

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TO

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TO  
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The Haeger Potteries, Inc., 225 Fifth Avenue  
LOS ANGELES—The Haeger Potteries, Inc., Brock Shaw, Room 303

MINNEAPOLIS—Cecil Taylor, 504 Merchandise  
Bldg.

DALLAS—Drinkall-Higginbotham Co., 335 Second  
Unit, Santa Fe Building

TORONTO—Brooks Lamp & Shade, Ltd., 44-50  
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No. 20 Table has Self-Storing Extension Leaf—  
folds under top, opens like  
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Never before has there been such a terrific value! Seat and back are filled with Paratex rubberized curled hair—the product that actually breathes in use. Superbly styled (by the famous designer, Ray Carlson) this new model is the last word in comfort—yet it's priced to retail at less than \$30! Seeing is believing—see it today!

DISPLAYS Chicago, Space  
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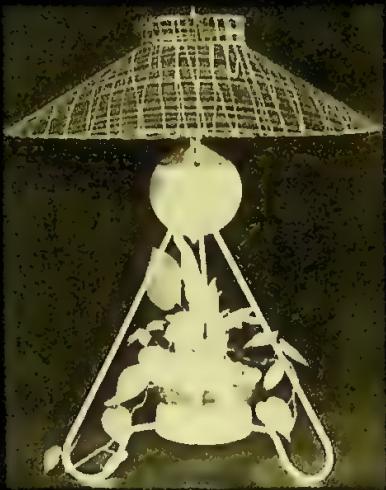


**UNITED STATES RUBBER COMPANY**  
ROCKEFELLER CENTER • NEW YORK

April 1953

# Black Magic!

Soft Black accents on gleaming solid brass—magical combination for stepped-up sales in smart room accessories. Illustrated some of the numbers from the new French Noir group by Koppoware.



No. 1519

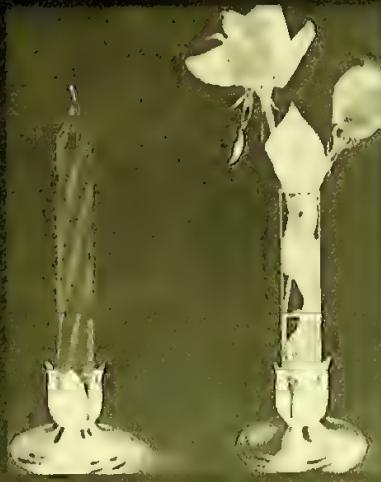
Planter Lamp.  
Solid brass  
planter bowl,  
diameter 8".  
Overall  
height,  
51". Width,  
leg-to-leg,  
16½".  
3-way switch.

\$12.50

wholesale.

No. 1523

Candle  
Holder.  
\$18 doz. pair,  
packed 6 pair  
to carton.



No. 1524

Bud Vase.  
\$12 per doz.  
Packed 6  
vases to  
carton.

Write for information  
on the complete line.

## KOPPOWARE

PRODUCTS MFG. CO.

2029 W. North Ave., Chicago 47, Ill., Ph: EVERglade 4-4722

Christmas card"—let us add that it is a decorated missive invented by one Horatio Wagstaff in 1852 to send to his friends. Since then it has become increasingly popular, until today "Christmas Cards" are quite "the rage."

To say that The Post of Coll has the nicest card you can find anywhere sounds like boasting, but if, after looking them over, you don't agree, well give you a card FILED (provided it's a card and you are not a minor!). Two would take too long to list all the manufacturers represented in our stocks; it's quicker to say we do NOT carry the Haberstroh, Tweedle, or Woggiebug lines.

### Tarnation Coaxy

Later in our tour we shall reach the west containing the sample books of personalized cards. It's called "Album Alcove." A quiet spot—out of the hurly-burly—we might claim that "George Washington Slept Here," except that he didn't. He expressly states "I didn't sleep a wink in Album Alcove. Those picture books are too darnation coaxy."

Never before have so many customers found our personal cards "tarnation coaxy."

We always took a perverse pleasure in that copy, because it caused some of our competitors to raise a pitying eyebrow. But it also attracted customers from outside our usual orbit, curious to discover "what that was all about."

A few further points worth consideration. Don't indiscriminately use cuts showing individual cards. Translated to black and white, and served on newsprint, some of the loveliest cards are enough to make the public "view with alarm."

Don't proclaim numerically what a vast number of cards you have to offer. We know of one store which stated proudly—and undoubtably accurately—some astronomical figure it displayed. Unfortunately a brief calculation could reveal that if a prospect devoted five seconds to each card, it would take almost three hours to cover them all!

Don't, in your advertising, hint that you've well-nigh broken your neck all through the spring and summer, tracking down new and unusual cards from many companies—unless you have. People know how they know! There are very few things folks are crazier about than greeting cards. If you've boasted on your job of personal investigation, examination, and detection, and yet claim the contrary, the public may not say anything to you. But they will discount heavily any advertisements claims you make about other articles you sell.

Many people like to have any parade of words and sentences such as this end with a neatly wrapped-up Moral. Fair enough. Accordingly:

MORAL—If this rambling chronicle of experience and advice contains any moral about greeting card advertising, I would be the last to vary it, inasmuch as cards themselves are, but don't fail to keep it interesting.—Which moral we'll leave present to you—gift-wrapped, of course!

## PARIS CALLING

*Lippmann Photo* 1938

It is caught and adapted to a great number of countries, cultures, who, with in their places, express in different ways, so that the trend is formulated in so many different ways. It is at the same time new and different this year, but, but the market is wider, too big now, of course, than in the States, where production is, in my opinion, to justify the important exhibition.

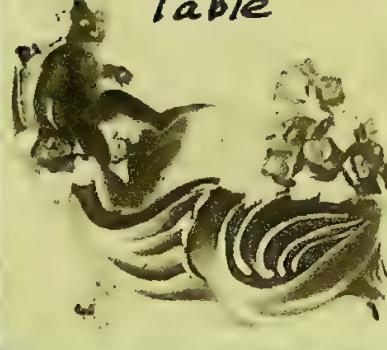
Many Americans would be amazed to realize the range of new gift and decorative accessories are produced every day. Century-old tools installed in primitive setting back to the century turn out the newest and most durable things. We often wonders how there can still be creation in fields which seem to have been thoroughly investigated and ploughed up.

(See page 86)

A-2



# Table



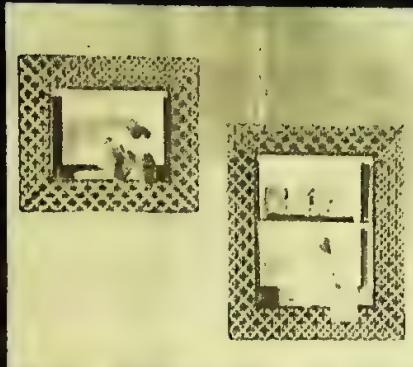
Porcelain bowl, with figurine and roses, is gold-trimmed, with scroll design; retails for \$30. From Heirlooms of Tomorrow; shown by Eva Ekdall, 527 W. 7, L.A.



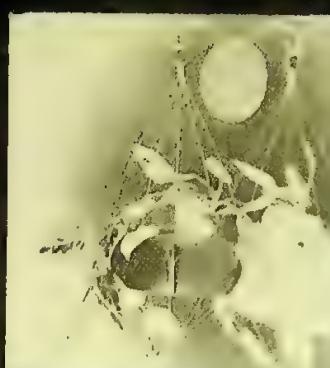
Handwoven ceramics, come in many colors; flared basket is 10½" in diam., vase is 8" high, fruit bowl, 12" in diam., \$7.50 ea. MacFarlane Sales Co., L.A.



Lionice TV lamp, with black design on white porcelain base, sells for \$10. Newell Studios, 6707 W. 11th Blvd., Inglewood, Calif.



Decor wall frames come in filigree brass or silver: 14" x 12" frame (left) in brass, \$5.95; in silver, \$7.95. 14" x 17" frame, \$7.95 or \$9.95. Sierra Columbia, Pasadena.



Teardrop planter with ceramic bowl in many colors, enclosed in black wire frame, is 20" overall, \$33.95. Charles Kalen Penthouse, Brack Shops, L.A.



Unusual 3-dimensional ceramic wall hanging, mounted on screen, sell for \$30. Designed by Tony Hill; from 3121 W. Jefferson Blvd., L.A.



Wrought iron wall sconces with natural wood cups come in two-candle style for \$3.50; 4-candle for \$8.95. From Pacifico's collections. Robert Greer, 527 W. 7th, L.A.

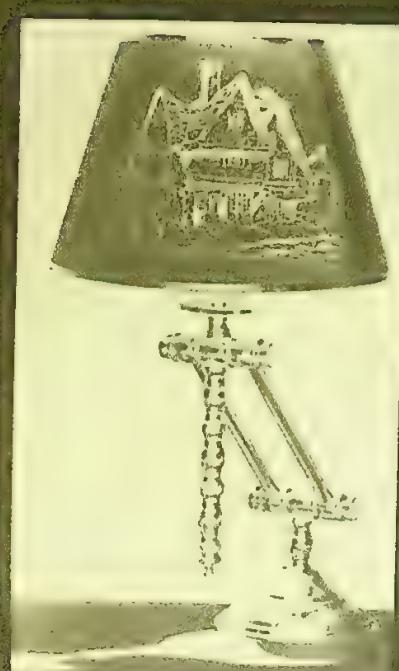
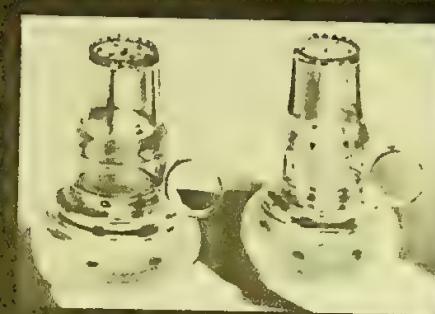


Green ceramic wall pocket planters depict husbandwife breakfast banters, \$5. ea. Continents line by Decora Corporation, 136 N. Ash Ave., Inglewood, Calif.



Porcelain utility tray comes in red, pink, sage, with gold edges. Large leaf is 4" in diam. Roberts-Barkell Co., 527 W. 7th, L.A.

Table Lamp  
Box



ABOVE

TV LAMP in shape of sky-flower teal of Hawaii in crackle gold, crackle silver, or island green. Comes \$4.50 wholesale. Hazel Hutchins, Costa Mesa, Calif.

RIGHT, TOP TO BOTTOM:

LAMP has black baked lacquer wrought iron shaft with wood base. Shade is lacquered steel mesh screen. Retail price \$29.95. Jimmy Smith Black Shops, Los Angeles.

HURRICANE Lamp is 21 inches high including wrought iron base. Black or white, \$7.50 wholesale. Frescoblet & Co., from Waterman-White, 225 Fifth Ave., New York.

BRASS PIANO lamp has pendulum arm which adjusts to any position on either side of the base. Hand-painted shades in assortment of 4 decorations are 8 inches in width, overall height when lamp is upright is 17½ inches. \$6.75 wholesale. Matthew Paskow Co., 682-684 Jamaica Ave., Brooklyn, N.Y.

BETWEEN

CERAMIC lamp, named "the Rockwood," is 31 inches high. Colors include crackled gold, bright yellow blending into a rich brown, buff and grey in a satin finish, lime green. Fabric and parchment shade complements each finish. Tower Craftsmen, Red Bank, N.J.



# Don't Look Now, But Your Foyer Is Showing!

"LAMPS FOR EVERY ROOM IN THE HOUSE"

CONSUMER PROGRAM LAUNCHED BY LAMP & SHADE INSTITUTE

**L**AMPS for Every Room of the House," a consumer educational program designed to explain and illustrate the use of portable lamps in different areas of the home, has been launched by The Lamp and Shade Institute of America.

The object of the entire program is to increase the market for all types of lamps by calling attention to those areas of the home where, the Lamps and Shade Institute feels, portable lighting is commonly neglected. Proceeding from room to room, the series will show both modern and traditional treatments and will explain the placement and selection of lamps for various lighting needs and decorative effects.

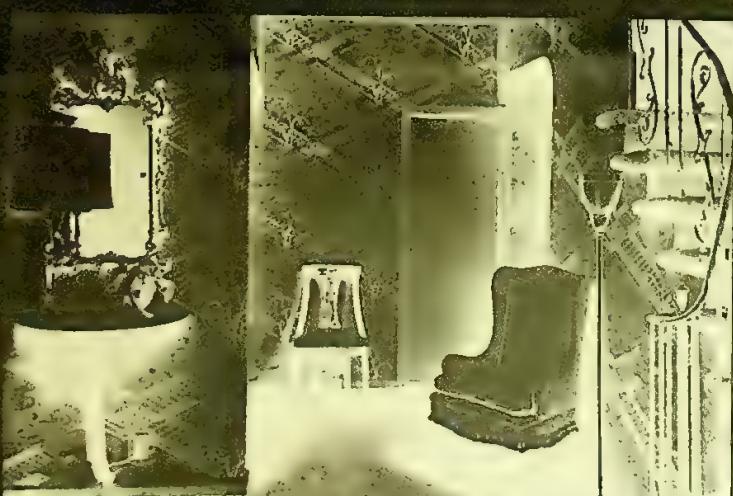
## Lamps for the Foyer

Opening theme of the series is "Lamps for the Foyer" with decorating advice from Ruth L. Strauss, noted New York interior decorator and member of the American Institute of Decorators. This educational material has been issued to 500 daily papers across the country, with accompanying photographs showing traditional and a modern foyer settings using lamps.

*"Don't look now, but your foyer is showing!"* is the opening sentence of the article, which continues, "This area is commonly overlooked in planning decorative schemes."

The article goes on: "No matter how small, the foyer should convey a warm, welcome feeling. Too often, however, it is a drab, blank spot in what might otherwise be a cheerful decor. All that may be needed to dis-

(Continued on page 69)



Above—Contemporary "reclining" lamp is used to dramatize a simple modern foyer setting. Five lights, sunk into the streamlined floral spray, illuminate the abstract painting on the wall.

The soft glow of two slender lamps creates a warm, inviting atmosphere in this entrance hall decorated by Ruth L. Strauss in traditional styling. Ample lighting, combined with a three-dimensional wallpaper pattern, achieve an illusion of spaciousness.

over the light.

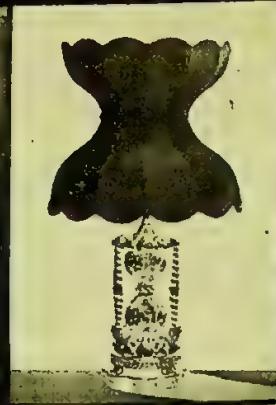
Sophisticated styling distinguishes new space-saving pin-up lamps, which have also joined the black-and-white movement. An attractive hanging lantern, with a white fiberglass shade, is half-enclosed by a semi-circular, black, wire cage. There are versatile pin-ups with double shades that rotate on swivels and others that swing from the wall in a wide arc to cast light wherever it is needed.



Crest Co., Chicago. China, ivory background, dark brown figures. Eggshell and gold metallic weave shade. Approx. ret., \$125.



L. Rosenfeld & Co., New York. Hand-made Italian filigree, green-and-gold background. Shantung shade. Approx. ret., \$39.95.



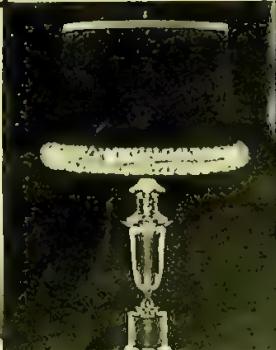
Acme Mastercraft Co., New York. Imported figurine, metal mounting, bead and cloisonne trim. Swirl shade. Approx. ret., \$50.



Ardalt, Inc., New York. Hand-decorated bisque with attached figurines. Hand-tailored shade.



Nelson Boad Co., New York. Hand-decorated Bohemian overlay, 24K gold finished. Silk matelasse shade.



Bonrose Lamp Co., New York. Italian china double step base. Custom shade. Approx. ret., \$100.

H. A. Framburg & Co., Chicago. Light beige onyx column, gold finish. Eggshell pebblecloth shade.

Carrol Creations, Chester, Penna. Hand-made Italian pottery. "Horses and Bison" on wrought iron. Laminated shade.

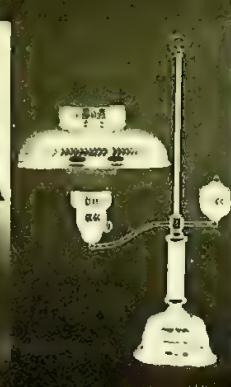
Luminart Lampshade Prod., New York. Bird cage planter. Coolie or drum shade. Approx. ret., \$12.95.

Philip J. Greenspan Inc., New York. Brass, polished and lacquered. Tan linen parchment shade. 3-way light.

Left to right: Cordey China Co., Philadelphia. Yellow Warbler, rose sprays. Filigree and black mounting. Tissue foil shade.

Keystone Lamp Mfg. Corp., New York. Maroon, green or ivory tolle. Metal shade. Frosted chimney.

Arton Studios, Philadelphia. Black ceramic background, charlieux leaves, white grapes. Green shirred plastic shade.



Fashion Lamp Co., Chicago. Polished brass, black mounting. Almond green silk shantung shade.

# Table Lamps A-Z



1946

The modern desk light, too, has become less rigid, more fanciful, with more interest in contrast and texture. Left to right: A. B. Read for Troughton & Young Ltd; Paul Boissevain for Merchant Adventurers Ltd; A. B. Read for Troughton & Young Ltd.

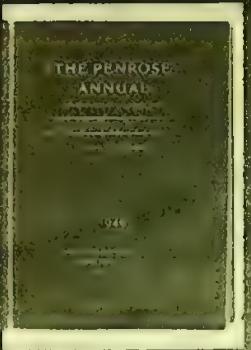
1949

1950



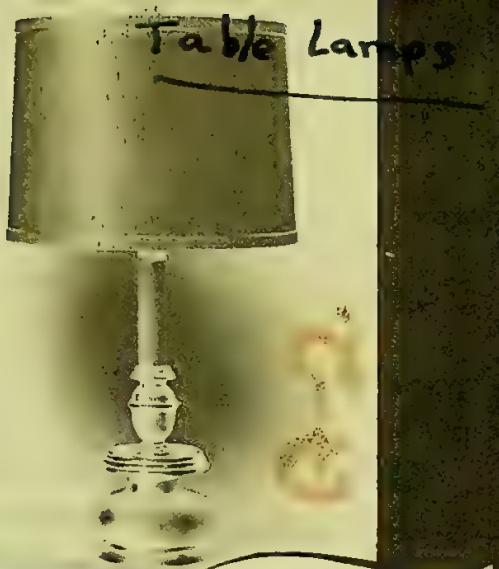
1938

Two title pages for Penrose Annual. Left, designed by Jan Tschichold for the 1938 volume; right, a specimen by the same designer commissioned by Penrose Annual to illustrate his 1949 manner.



1949

Left above: Plain pre-war fascia lettering by E. Maxwell Fry, designed for neon lighting; below, decorated letters used on the South Bank by R.S. Goodden, R. D. Russell and R. Guyatt, designers of the pavilion.



## FREDERICK COOPER STUDIOS

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Chicago 54

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225 FIFTH AVE  
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DILLON - WELLS  
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Los Angeles 17

LOUISE LEA WRIGHT  
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Santa Fe Bldg  
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Thomas Hassocks come in beautiful, washable plastics, embossed or smooth, with foam rubber top. They're decorative! They're practical! They're all shapes, sizes, and all prices! See them at the market and choose your stock. Send for our new Catalog No. 30.

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Our No. 1670 Hubbard  
Arm Chair

Copy of one of the fin-  
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1800's, this chair graces  
many of the reception  
rooms of the Massachusetts  
State House. It has decora-  
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purposes.

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Windsor has been faith-  
fully copied. This chair is  
rugged and simple with ex-  
ceptional built-in comfort.  
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Curtis Products, Inc., Ashburnham 1, Mass.

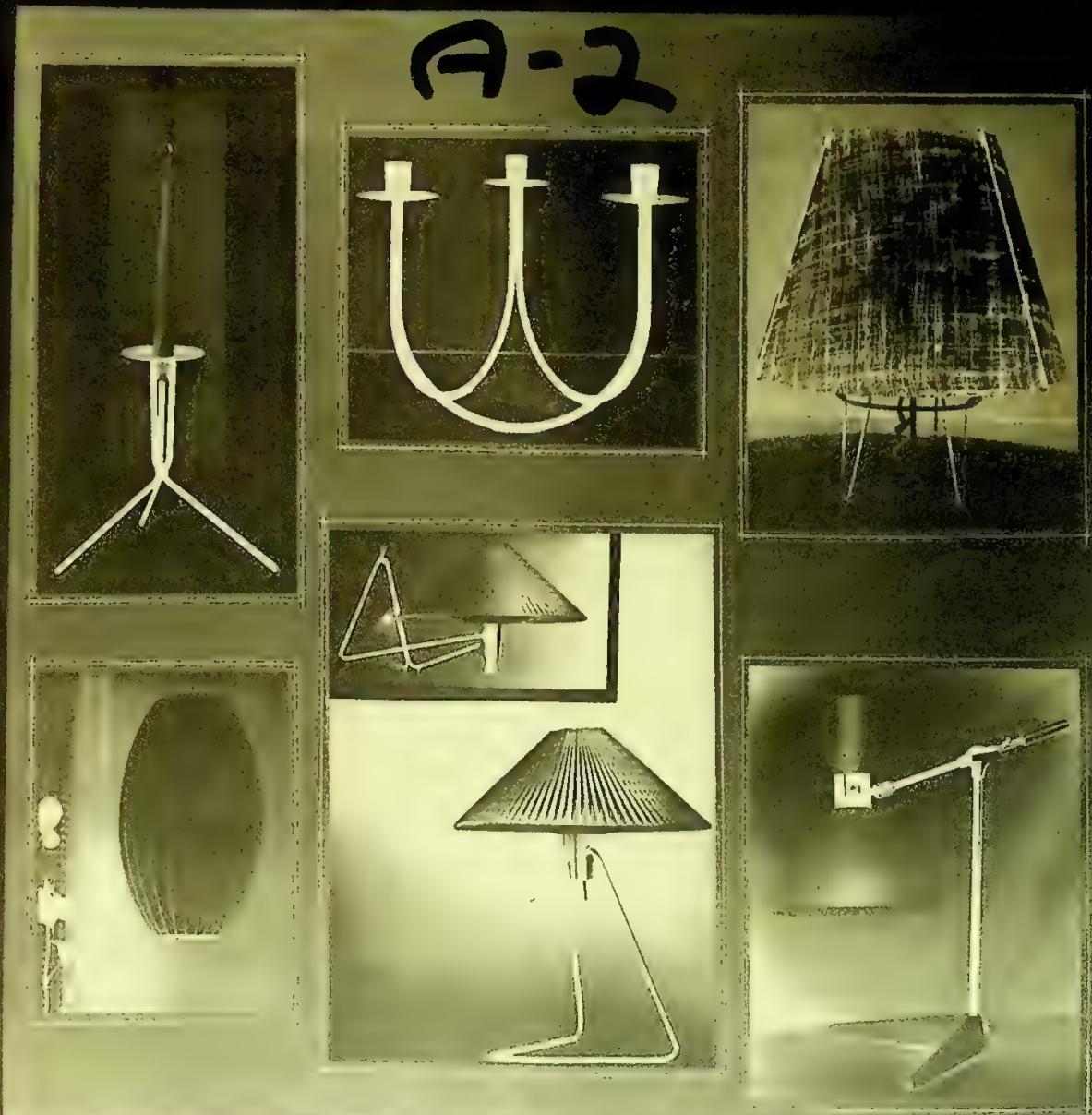
# Winning Lamps Chosen for Good Design Exhibition

SIX lamps were added to the Good Design Exhibition for its June 19th opening at the Merchandise Mart in Chicago, which included 220 new items of home-furnishings. They were chosen by the selection committee of the Museum of Modern Art New York, which is headed by Edgar Kaufmann, Jr., director of Good Design. The new items were added to the ones selected in January and installed in the setting designed at the beginning of the year by Paul Rudolph. This is the eighth Good Design exhibition sponsored jointly by the Museum of Modern Art and the Merchandise Mart.

One of the lamps added to the show is a white oblong

wire-frame table lamp with white and scarlet latex strips snaked over it. It was designed by George Nelson. A lamp designed by Paul Mayen has a structure of brass wire with a shade of hemp embedded in plastic. Lightolier has a new version of the pin-up lamp that can also be used as a table lamp, with white shade and chrome frame. Olga Lee has designed an adjustable floor or table lamp with an extra socket built in for low-wattage indirect lighting. It is stated that Miss Lee's design was particularly admired by the selection committee for the remarkable consistency of its details.

A-2



Top row: left and center by The Gallery Santa Rosa; right by Paul Mayen. Bottom row: left by Howard Miller; center by Lightolier; right by Ralph O. Smith.

*Table lamp Box* BETTER DESIGN

6-1952

P.23



Paul Hanson table lamp. Base is of natural wood slats. Shade is available in all stock colors. 30" high, sells for \$27.50.



Another Paul Hanson table lamp. Base is of yellow double glaze China; impregnated burlap shade in yellow or lime. \$43.50.



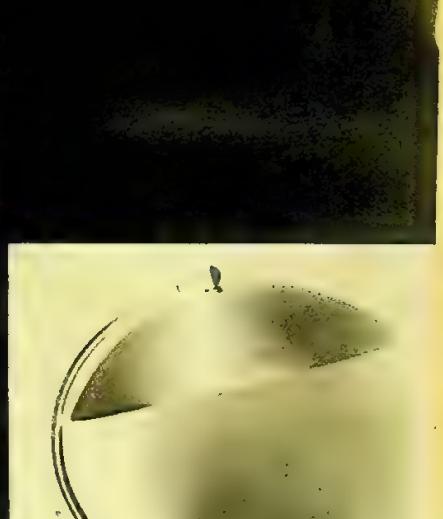
This lamp, like the two at the left, was designed and manufactured by the Paul Hanson Company. For any room setting.



An asset to any contemporary setting, this modern plastic cylinder table lamp is made by Mutual-Sunset Lamp Mfg. Co.



Berrier-Gnazzo table lamp. Base is made from a light colored clay that is worked into a slab and shaped by hand. \$125.



Kurt Versen table lamp has two swivels to permit direct or indirect illumination in any desired position. In several colors.

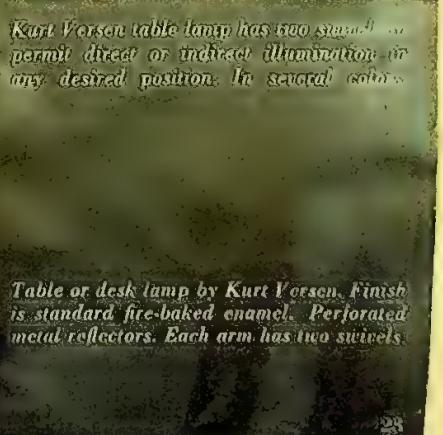
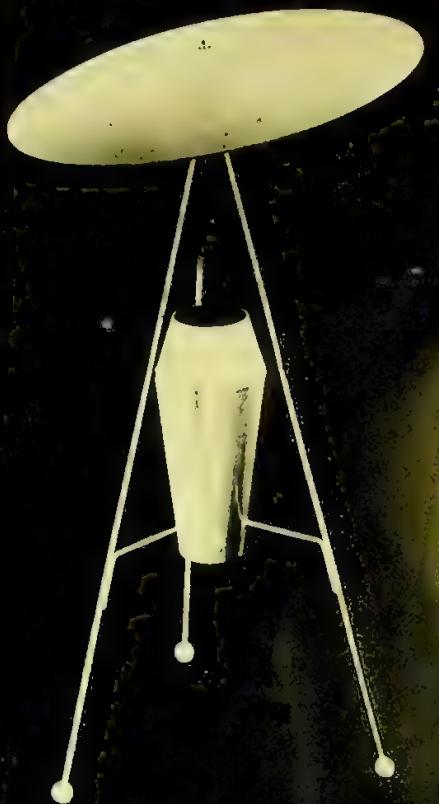


Table or desk lamp by Kurt Versen. Finish is standard fire-baked enamel. Perforated metal reflectors. Each arm has two swivels.

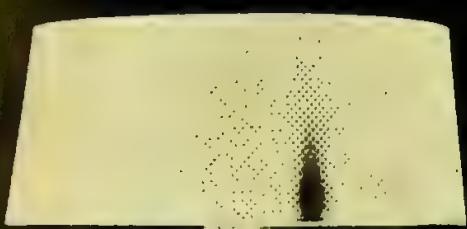
# TABLE



The table or desk lamp (above), made by Heifetz to sell for \$31.50, was designed by John Van Zeeinen. Polished brass arm.



Tripod floor lamp (right) was designed by A. W. Geller and Marion Geller for Heifetz; is mobile and flexible in lighting.



Heifetz collection table lamp. Base is white ceramic porcelain; shade is black perforated parchment. Sells for \$31.50.

Table lamp with a cylindrical shade of Polylin, pull-chain socket. It was designed by Harry Gilpin for Middletown Mfg. Co.



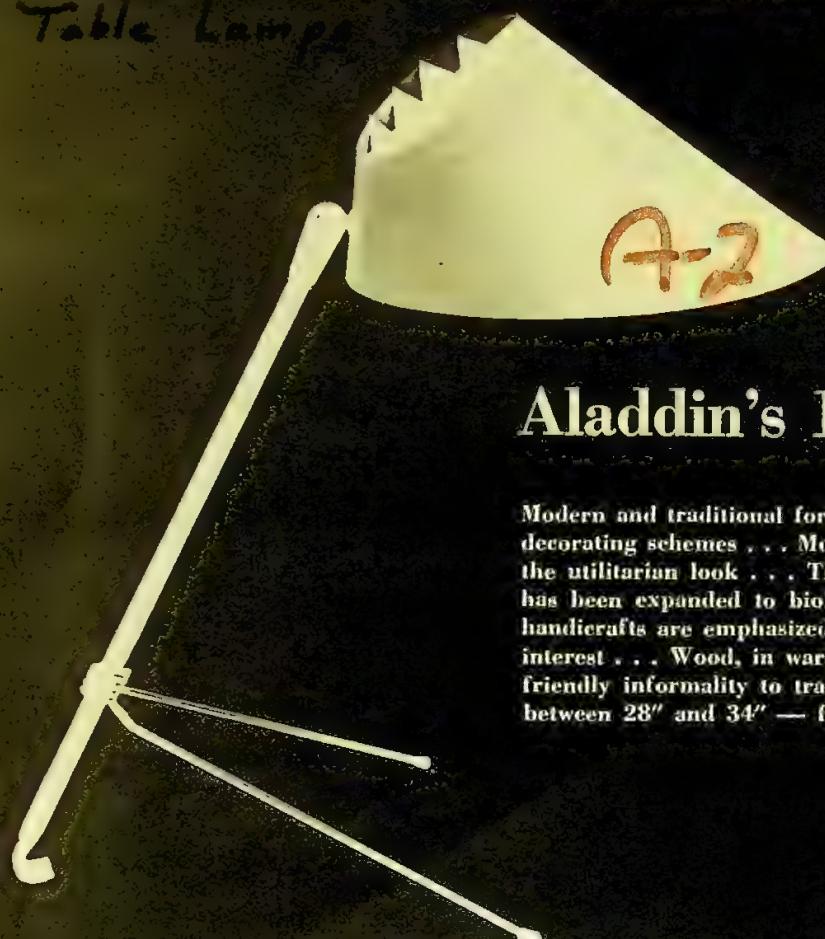
Another Harry Gilpin design for Middletown is this table lamp. Open top 16" span aluminum shade. Polylin center shade.

RETURN TO  
**DESIGN DIV.**

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RETURN TO  
**DESIGN DIV.**

# Table Lamps

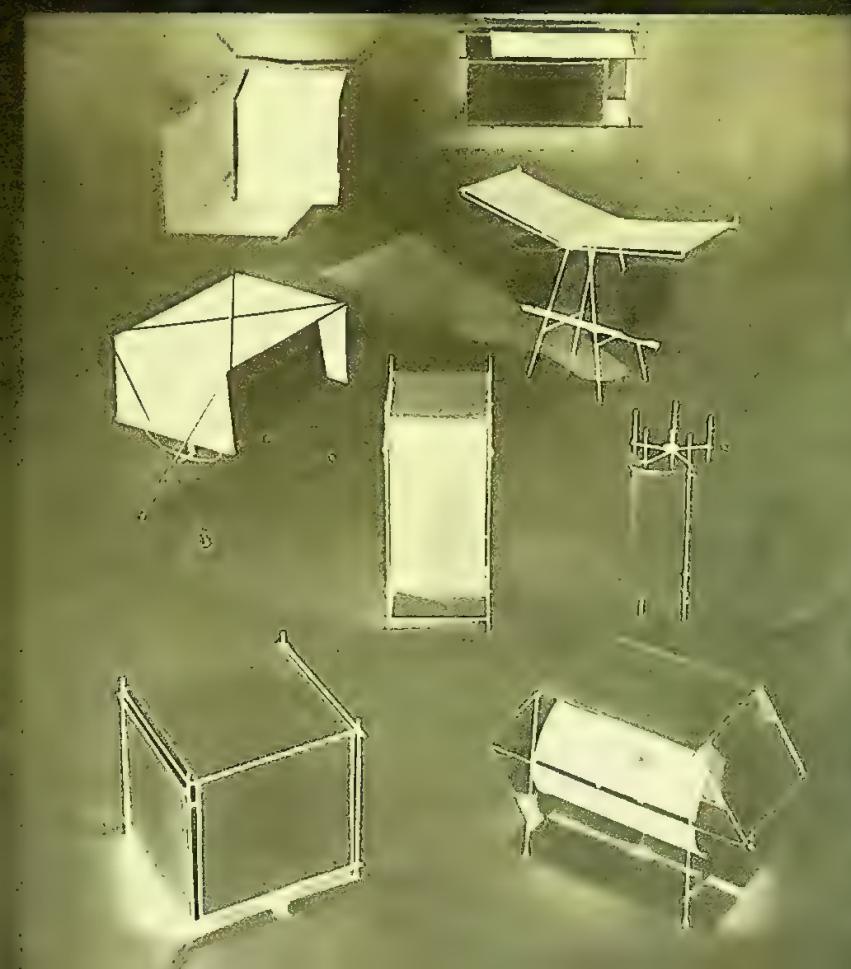


## Aladdin's 1952 Wonderland

Modern and traditional forms have been revamped to highlight current decorating schemes . . . Modern has broadened its appeal by discarding the utilitarian look . . . The trend that started with botanical patterns has been expanded to biological motifs . . . Primitive art and native handicrafts are emphasized in lamps designed to create focal points of interest . . . Wood, in warm finishes, is a favored material for lending friendly informality to traditional motifs . . . Table lamps now range between 28" and 34" — floor lamps are petite, some as short as 52".

*Anthony Ingolia designed this multipurpose lamp for The Heifetz Co. Legs can be pressed together to adjust its height.*

*The current trend toward "more shade than lamp" is interpreted with ingenuity in this new collection of six modern table and pin-up lamps. They were designed by George Nelson for the Howard Miller Co., and are priced between \$15.95 and \$21.95. Easily washed shades are made of lastex.*



## Table Lamp



CERAMIC BASE of Hall China in silver-grey is gracefully topped with a simple shade. Retail about \$20.00. White Lamp, 11 West 30th St., NYC.



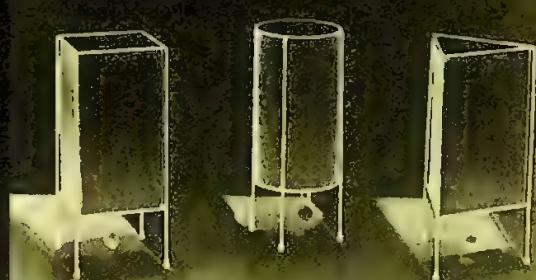
HOUR GLASS base in white is striped with brown. Height 27 $\frac{1}{2}$ . Imported from Italy by Raymor. Retail \$63.00. Richards-Morgenthaler, 225 Fifth, NYC.



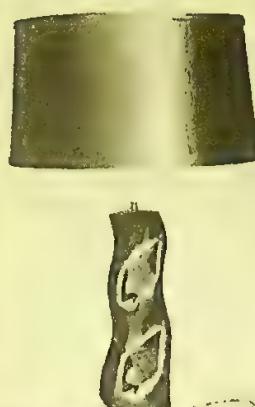
SATIN GLASS column in champagne is decorated in brown. Shantung shade with brown drapes. Retail about \$73.00. Vic. T. Brub, 230 W. Dauphin, Phila.

## New lamps to be shown at July show

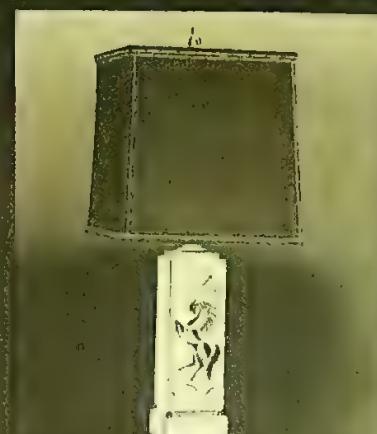
Previewed in New York and Chicago



BLACK MESH forms a texture pattern against Fiberglas in these new moderns by Archie Kaplan. Retail \$12.95. New Dimensions, 130 W. 23rd St., NYC.



ABSTRACT and impressionistic in the motif gained with several under glazes. Shade is textured fabric over parchment. From Phil-Mar, Cleveland 3, Ohio.



"CHEVAL" in pink, black, gold and white on coco lacquer base. Square drum shade. Designed by Soscha Brasoff. Retail about \$100. Crest Co., 1020 W. Adams, Chicago.



PLANTER LAMP of rattan and bamboo matching has plastic container. Retail about \$35.00. Newark Reed & Wicker Shop, 1219 Springfield Ave., Irvington, N.J.

Table Lamp Box



## Shining Smartness

in her bright new world...  
from Verplex

As beguiling gifts or "musts" for the young homemaker, Verplex lamps, and lamp and table combinations, in modern wrought iron are truly decorative delights... fashioned in clean, spare lines, styled to lend light and airy distinction to contemporary or traditional interiors.



This tag is your guide to Verplex lamps and shades, available—and moderately priced—wherever finer lamps and shades are sold.

# IT'S WORTH MENTIONING

By Julie Polshiek

The excess moisture extracted from room air by Fresh'm'Aire's Electric Dehumidifier is held by the drawer of the streamlined structure. Drying air thus makes a room feel degrees cooler. In basement areas, the service of the portable unit prevents mildew, dampness, rust, excessive dampness. It serves 10,000 cubic foot area; extracts 2 to 3 gallons of moisture at 24-hour rate. AC (200-W), \$149.95. Carson's, Chicago.



The benches of Sun-Dodger, which hang from its side braces in transit (and storage), so the three some can roll as a unit to the desired picnic or play site. Sturdily built wood set is a duplicate of Goshen's adult Sun-Dodger scaled down to small fry needs. Table 20" high; benches 18" high; cast rolling wheels and whimsical type of handle enable a momager to manage it. \$19.95. from Alcost Field's, Chicago, Illinois.

The trend toward dressed-up kitchens should give these glazed-pottery canisters from California Glenmoor's kilns an appreciative audience. The design of the fine ware, an intriguing mixture of sophistication and nostalgic charm, fits into any decor. The glazing combines creamy white, black, subtle tones of lime, cherry red, green, and brown. Four canisters \$17; 2 shakers, dipping jar, \$1.25. Boston Store, Milwaukee, Wis.



The grill of the Wentz Ro-Warmer handles any size casserole. One of these 8-inch casseroles two Sterno stations serve to keep hot whatever you want. (Asbestos pads are supplied for nonflammable surfaces.) The entire set costs \$1.50.



Cheval

An exquisite contemporary design by Sascha Brastoff exclusively for The Crest Company.

The performing pink "Cheval" is richly decorated in blues, golds and whites, on a background of cocoa. Each piece is a signed original. The square drum shade is champagne all silk shantung with a multicolor trim to complement the design of the base.

Traditional Crest craftsmanship dictates hand-made metal mounting and triple plated fittings. Write now for more details.

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SHOWROOM: 1418 MERCHANDISE MART

NEW YORK

LOS ANGELES

SAN FRANCISCO

L+L June 1952

87 85



## Seen at the Shows



Ceramic lamp, glazed in brilliant tones; Keweenaw Fiberglas shade, laced. 3-light socket. Height 20". White with red shade, olive green or red with natural Fiberglas. No. 2084. Bradley Mfg. Co., Chicago, Ill.



Llama lamp, earth-textured body, decorated with glazes in colors. Terracotta with turquoise green, white or yellow. Shade, openweave fabric, metallic, or plastic. Retail about \$25.00. Royal Haeger Lamp Co., Inc., Dundee, Ill.



Lamp with pencil-thin metal legs and shade of white oiled paper, designed by sculptor, Isamu Noguchi. Lightoller, New York.



Bristol lamp, decorated with leaf design. Height, 35". Shade, 20". Colors: white, grey, champagne, amethyst, or green. No. 544. Crafel Mart, Inc., New York.



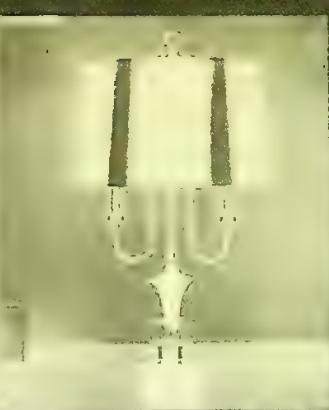
Birdcage planter lamp, overall height, 27". Approximate retail price, \$12.95. No. 54. Lumina Lampshade Products, Inc., New York.



Fluorescent desk lamp with baffle underneath bulb to throw light forward on greater working area. Grey or brown Hammerloid finish. White enamel reflector. Retail price about \$12.00. No. 3 by Marks Mfg. Co., Chicago.



Contemporary table lamp in old pine and polished brass, equipped with 4" reflector, 3-way switch. Shade,ubby beige on gold foil parchment, 14" x 14" x 18". Height, 34". No. 757. Stiffel Co., Chicago, Ill.



Combination of chestnut brown or olive glass finish and polished brass. Graceful two-arm design. Height 27". 18" shade, pleated gold. Approx. retail price \$20.00. No. 817. Calpe Products Co., Philadelphia, Pa.



The photo above shows the sides removed from the trailer body—note the steel dowels in the sides.

WE believe this toy truck will hold any youngster's interest, especially the feature of the detachable trailer and removable sides and back.

Most of the parts can be cut on the scroll saw except for the shaping of the wheels which can be turned on the lathe—refer to wheel construction on page 72 of this issue.

The cabin body is made out of a solid block cut to shape on the band saw, this could however be made hollow by making the sides and top out of  $\frac{1}{4}$  inch stock.

The sides and back of the trailer are removable by lifting the sides from the body which are held with dowels made of 5-D finishing nails with the heads cut off.

Fasten the wheels to the body with No. 8 round head wood screws or  $\frac{1}{4}$ " C.R.S. axles.

Paint the cab and body light and the wheels and base dark.

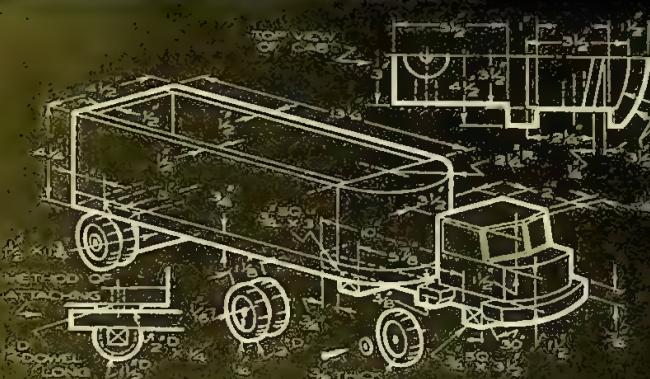
## build him a detachable toy trailer truck

Submitted by  
JOHN BEDLOW.

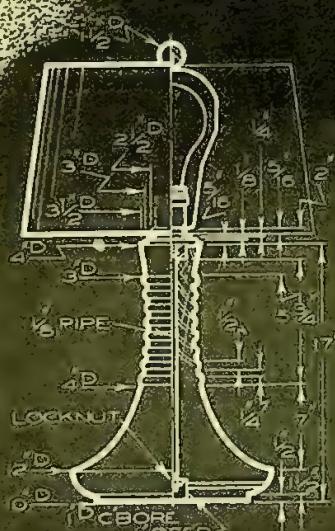


### BILL OF MATERIAL

No. Reg.	Name	Size
1	Truck Base	$\frac{3}{4} \times 4 \frac{1}{2} \times 10$
1	Cab	$3 \frac{1}{2} \times 3 \frac{1}{2} \times 3$
1	Trailer Base	$\frac{3}{4} \times 4 \frac{1}{2} \times 15 \frac{1}{2}$
2	Trailer Side	$\frac{1}{2} \times 3 \frac{1}{2} \times 13 \frac{1}{4}$
1	Trailer Back	$\frac{1}{2} \times 3 \times 9 \frac{1}{2}$
1	Trailer Front Block	$2 \frac{1}{4} \times 4 \frac{1}{2} \times 3 \frac{1}{2}$
1	Trailer Axle	$1 \frac{1}{2} \times 1 \frac{3}{4} \times 3$
1	Truck Front Axle	$\frac{3}{4} \times 4 \times 3 \frac{1}{2}$
1	Truck Back Axle	$\frac{3}{4} \times 2 \frac{1}{2} \times 3$
1	Wheel (double)	$2 \times 2 \times 1 \frac{1}{2}$
1	Wheel (single)	$2 \times 2 \times 1 \frac{1}{2}$
1	Connecting Pad	$2 \times 2 \times \frac{1}{4}$
1	Connecting Dowel	$\frac{1}{4} \text{ diam.} \times 1$
	Round Hd. Wd.	
	Screws & Washers	No. 8x2 1/4
	Round Hd. Wd. Screws & Washers	No. 8x1



## Farm a table lamp



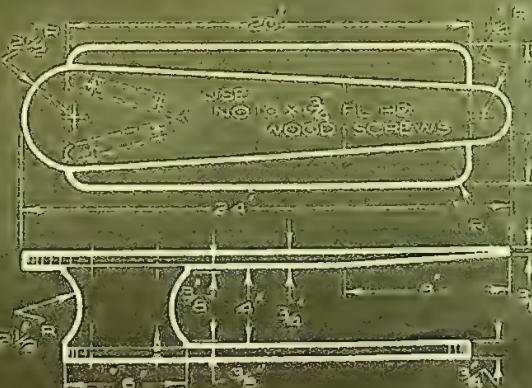
A LAMP with very pleasing lines can be turned on your lathe in a very short time. Make sure you don't forget the groove for the cord in the pedestal before you glue up your stock. Walnut or mahogany will make a very nice looking lamp. Give it a french polish while still in the lathe. (Refer to Page 48 your "Finishing Manual" for complete details on this type of finish.)

## make her a Sleeve Ironing Board

THIS is a tip proof sleeve ironing board that she will be happy to own. The wide base makes tipping impossible. The stock should be  $\frac{3}{4}$  inch pine or basswood. Assemble with screws rounding off all sharp edges. Oil and varnish for neat appearance.



Note the tapered end for easy sliding of sleeves onto the board.



# ALCOR

## A-2

### NOW...

with  
Lacquered  
Brass  
Finish



#530 - 3U SOCKET

with removable knob

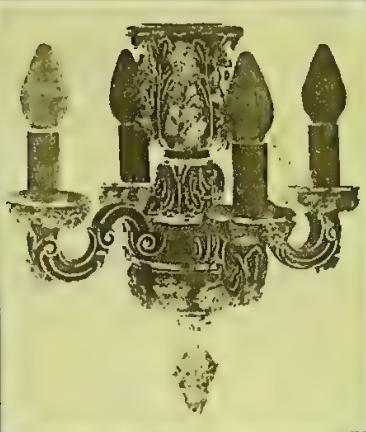
A complete line of electrical wiring devices . . . made to the most exacting specifications.

Our illustrated catalog is available upon request.

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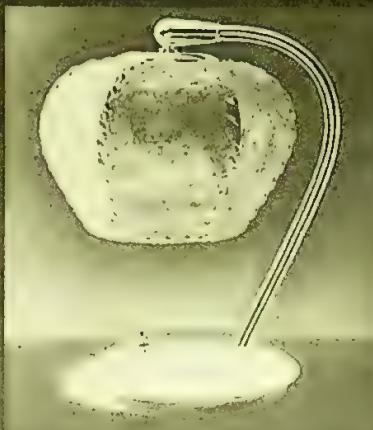
ALCOR Manufacturing Co.  
4444 W. Roosevelt Road  
Chicago 24, Ill.



Dresden style porcelain chandelier by Bibi & Company, manufacturers and importers, at 253-5th Ave., New York. Made of fine white porcelain with hand decorated trimmings and natural colored applique floral motifs. List price \$120.00.

#### Reorganizes Sales Force

Raytonic, Inc., lamp manufacturer of New York, has announced a large-scale reorganization of its sales staff. Arthur L. Dedi has been appointed general sales manager, and will also handle accounts in Georgia, Alabama, Florida, Cuba, Mexico, and the Bahamas. Other members of the sales organization are: Ray Terral: Montana, Idaho, Wyoming and Utah; Ray Lindquist: North and South Dakota and Minnesota; George Poore: Colorado, Nebraska, Iowa; Bob Poore: Kansas, Missouri, and western Tennessee; Jack Howell: New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Mississippi; Julian Josephson: Virginia, North and South Carolina, southern Tennessee; Carl Miller: Ohio; John A. McCoy: Illinois, Indiana, Michigan, Wisconsin; Harman Chackman: Pennsylvania, Maryland, Delaware; Leonard Levine: upper New York State.



"Night and Day" table lamp, 12" high with adjustable swivel by "Alkor" Lamp Mfg. Co., 237 Mercer St., New York 12. Has securely attached fibreglas shade, adjustable all directions. Wooden base in finishes of mahogany, blond, mahogany, black lacquer, oak and African oak.



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BRASS AND STEEL SCREW  
MACHINE PARTS · FITTINGS  
AND HARDWARE FOR THE  
LIGHTING AND LAMP  
MANUFACTURER



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To meet your  
every need in  
Residential and  
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1/4" FEMALE



1/4" MALE

U.L. Approved

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A "MUST" FOR U.L. APPROVAL  
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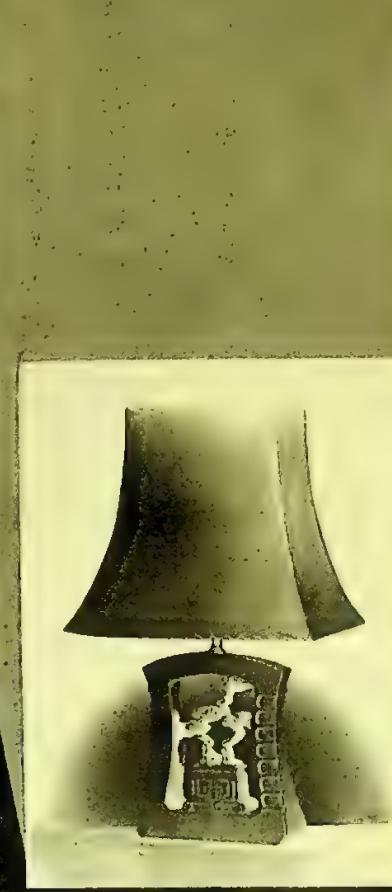
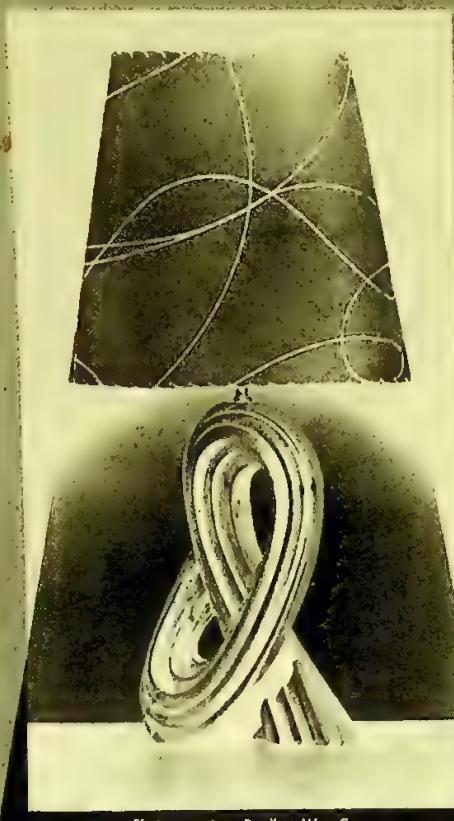
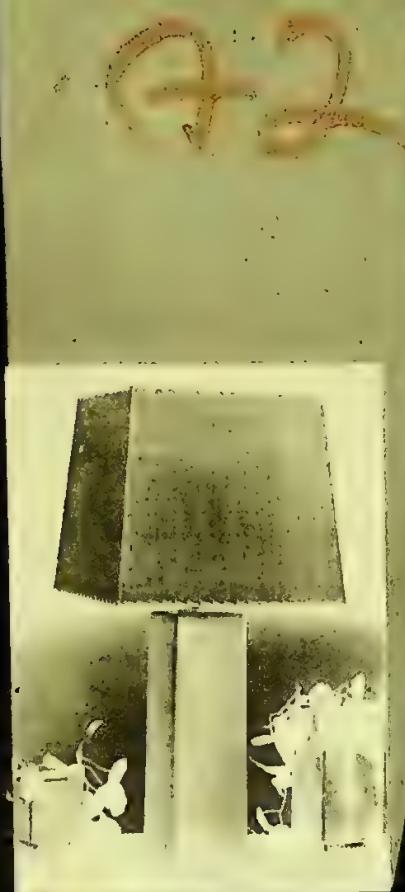
DESIGN DIV.

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# Heat Sealed Lamp Shades



Photos courtesy Bradley Mfg. Co.

Lamp shades made of glass fibers and vinyl resin have heat sealed seams, are stronger than cemented shades.

ELECTRONIC fabrication of lamp shades is made possible through the use of sheet materials combining glass fibers and vinyl resin, producing a thermoplastic, heat sealable product. The material also presents a wide range of decorative opportunities, because it can be made with various fiber arrangements and in numerous colors. In addition, the material can be decorated by silk screen or other process to produce endless designs.

Shades which are seamed on high frequency sealing equipment similar to that used in fabricating beach balls, raincoats, inflatable toys, and other sheet vinyl products have several advantages. The seams, which need be no more than  $\frac{1}{16}$  in. wide, are uniform, inconspicuous, and represent a considerable saving in material when volume output is

involved. The fact that seams are made in only a few seconds increases output per operator and lowers manufacturing costs. Finally, the finished product is not only pleasing in appearance, but actually stronger than shades having cemented seams, since the material is literally welded to itself by the dielectric heating equipment.

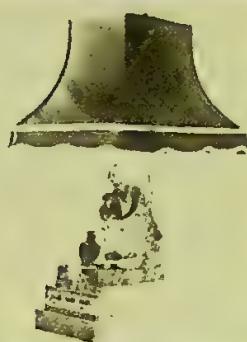
Bradley Mfg. Co., Chicago, Ill., and Paterson Shade Co., Paterson, N.J., are among the firms now using this production technique. A brief review of their manufacturing operations illustrates the adaptability of electronic equipment to the lamp shade field and suggests future uses.

Glass fiber shades produced by Bradley are made of Polyplastex, a combination of fiber glass and modified vinyl resin manufactured by Polyplastex United, Inc., Bronx,

N.Y. The Bradley shades are made in several styles, colors, and designs.

The material used by Bradley ranges in thickness from 18 to 20 mils. It comes to the plant with the shade sections custom die cut, ready to be made into shades of any desired type—drum, octagonal, square “coolie,” cone, etc. If a decorative pattern is to be applied, this is done by silk screen process, using special inks blended in the plant to meet the manufacturer's specifications. After application of the design, the sheets are placed on conveyor belts which carry them through the drying operation, with heat supplied by banks of infra-red lamps and followed by air blast cooling. Drying time ranges from  $2\frac{1}{2}$  to  $3\frac{1}{2}$  min. depending upon the relative amount of ink required by the pattern.

The next operation at the Brad-

*"The Potters"*

## FIGURINES Lamps & Shades

Imported bisque and porcelain figurines. A complete line for vanity and side table and even 36" overall lamps for the living room.

**ALSO**

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**SHADES**

We manufacture our own shades. finest fabrics, delicate trims, soft colors to match our lamps. Available as complete units or sold separately.

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*"Amour of Psyche"*

## Crystal Mart Features Boudoir Set

Crystal Mart Inc., of New York, importers and manufacturers, has announced that it will display its complete line of lamps in Bristol, overlay, and crystal, as well as hurricanes, chandeliers, giroulettes, lusters, imported crystals, jets and prisms at all three lamp markets this year. At Chicago the display will be in the rooms of Fred Chambers Co.; in New York in room 816 at the Hotel New Yorker; and in Los Angeles at the Furniture Mart.

The announcement, from Crystal Mart's permanent showroom at 31 E. 22 St., New York, further stated that the firm is especially pleased with the pre-show success of its new combination china boudoir set. This consists of a lamp and shade and a matching center clock with a Sessions Electric Arm movement, the ensemble is decorated in rose-and-green with Dresden flowers. List price for this three piece unit is \$60.00.

**Lamp Conversion Kit**

Ordinary lamps can be converted to 3-way lamps in a matter of minutes, with Improv-a-Lite conversion kit. The kit consists of a factory wired 3-way socket, new wide harp, 8-foot extension cord, and a clamp-on plug. Conversion is accomplished by removing the old wire, screwing up the Improv-a-Lite fixture, and clamping on the plug.

Produced by Monowatt, Inc., 66 Bissell St., Providence 7, R. I., the Improv-a-Lite kit was designed primarily for use with the new G. E. white indirect 3-Lite bulb.

**Leonardo Expands**

Leonardo Lamp Mfg. Co., 327 36th St., Brooklyn, N. Y., has taken another floor in their building doubling their present manufacturing space. The concern has gone into the manufacturing of Modern Ceramic Table Lamps in addition to their Modern Wood and Composition Table Lamps which is said to have been more successful than was anticipated.



All crystal lamp, hand cut, measures 36" in height overall. List price of \$100.00 includes the exquisite shade as illustrated. From Bibi & Co., 253 Fifth Avenue, New York 16, N.Y.

# PASKOW ORIGINALS!

**COBBLER BENCH LAMP**

No. J-194 Cobbler Bench Lamp . . . Authentic scale reproduction of a museum piece. Beautifully styled in magnolia wood, hand made and hand rubbed. Drawer for cigarettes or cards. It's hand made linen shade in chartreuse, chinese red or green. Semi-porcelain ceramic dish for planting. Height 26 1/2".

**APPROX. RETAIL \$29.50  
INDIVIDUALLY PACKAGED**

**NEW YORK LAMP SHOW**

Hotel New Yorker

July 1-5

Room 978

**SOUTHEASTERN CHINA GLASS &  
GIFT SHOW**

Municipal Auditorium, Atlanta, Ga.

July 22-25

Booth 153

**COFFEE MILL LAMP**

No. J-196 This outstanding lamp, mounted on authentic reproduction of antique coffee mill features a leakproof container and drawer. White or black background with matching 18" shade of "Glo Sheen" material. Exquisite flowers. Ht. 15 1/2".

**APPROXIMATE RETAIL \$16.95  
INDIVIDUALLY PACKAGED**



**MATTHEW PASKOW CO.**  
602-604 JAMAICA AVE., BROOKLYN 6, N.Y.

*Table Lamps* Set These Lines at the Permanent Display of  
FRED E. CHAMBERS • 1235-1236 MERCHANTISE MART • CHICAGO

# Modern Lighting by SPEAR

*created to meet  
today's style trend*

Modern Table Lamps with uniform excellence in materials, functional designs and skillful craftsmanship have always been synonymous with SPEAR QUALITY. But the "added touch" that makes Spear A LEADER, results from the continuous effort to make good Lighting Fixtures and Lamps EVEN BETTER.



**SPEAR** LIGHTING FIXTURE MFG. CO.  
61 CLYMER STREET • BROOKLYN 11, N. Y.

*Lighting and Lamps - June 1951*

SEE THE LAMPS ABOVE AND  
MANY MORE ON EXHIBIT AT  
**CHICAGO LAMP SHOW**  
JUNE 18th to 28th  
FRED E. CHAMBERS  
SPACE 1235  
MERCHANTISE MART

## *Cable Lamp Box*



This ingenious lamp was awarded first prize in table lamps in the competition sponsored by the Museum of Modern Art and the Heifetz Co., New York. Ten of the 15 winning designs are manufactured by Heifetz. Joseph Burnett designed the lamp. It stands 15 inches high. The light source is 8½ inches high. The reflector is a funnel-shaped shade of perforated paper, silver foil on the bottom, black on the top. When bulb is directly under it, light is even and diffused; when moved to one side, the light is concentrated and reflected in one direction and is suitable for reading. Retails for about \$37.50.

## Museum Honors Lamps



Second prize in table lamps was awarded to Anthony Ingolia for this lamp which can be adjusted to different heights as a table lamp, but also can be hung from a shelf or pinned on the wall either for indirect or direct lighting. Has bonnet-shaped shade of grey baked enameled metal. It retails for about \$23.50.

James H. Crate won third prize. The hyperbolic funnel contains the light source. Three straight stainless steel rods, tipped with cork balls at both ends, run through the funnel to provide legs at the base and a support for the reflector or shade on top. By moving the rods, the degree of light reflected from this flat metal disk can be controlled.



# Table Lamps Bolender and Company

1551 MERCHANTISE MART

CHICAGO 54, ILLINOIS

7-2

Tall Salt Box  
5.00 Ea.  
Blue, Rust,  
Green



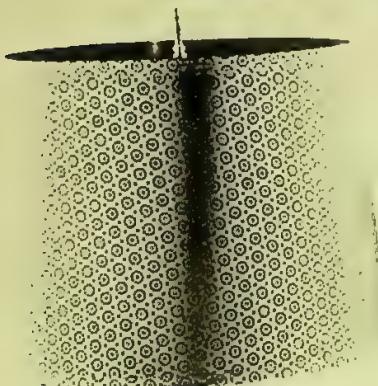
Small Salt Box  
3.00 Ea.  
Blue,  
Rust,  
Green



No. 765  
Country Squire  
Lamp  
11.00 Ea.



Country  
Squire  
12" Platter  
2.25 Ea.



No. 1405  
Salt Box Lamp  
Green  
or  
Brown  
13.75 Ea.



Square Flower  
Pot—2.50 Ea.  
Blue &  
Camellia



Square Cigarette  
Box—3.00 Ea.



Chanticleer  
Ashtray  
2.25 Ea.



No. 1001  
Chanticleer-Lamp  
5.50 Ea.

Manufactured by

NELSON LEBO COMPANY, INC.

F.O.B.

TRENTON, NEW JERSEY

TERMS:

2%—10 DAYS—NET 30

# Dunbar Versatility Can Work for You



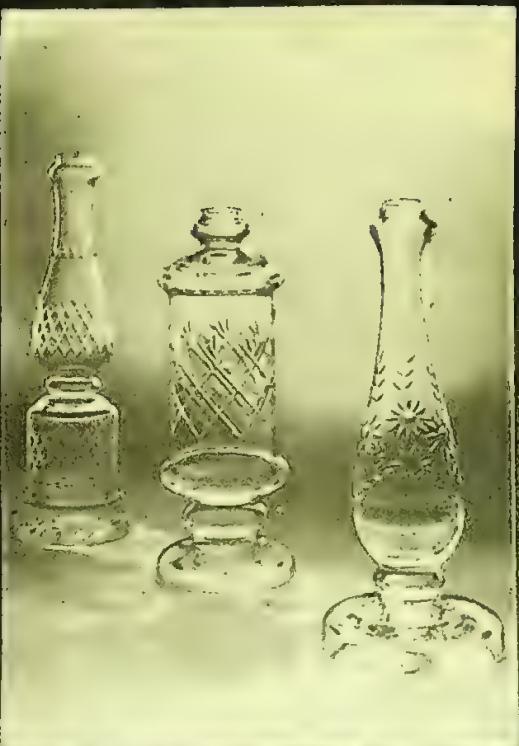
No. 184 OPALITE/CD-3280      (Column)  
No. 183 OPALITE/CD-3280      (Base)

A satin-bisque finish with gold lines. Height  
17" (2 pieces).

For new inspirations, call on your nearest Dunbar office and see the wide variety of lamp parts which can help you. Please write for catalogue L-950 if you do not have one.

To obtain individual and unusual effects on lamp components, Dunbar's complete facilities offer you:

- (1) Quality CRYSTAL Glass
- (2) Quality OPALITE Glass
- (3) Many Stock Blanks
- (4) Or Your Own Shapes
- (5) Fine Hand Painting
- (6) New Surface Textures
- (7) Unique Acid Treatments
- (8) Third-Dimensional Ceramics
- (9) Rock Crystal Cutting
- (10) Overlay Enamels
- (11) Decals
- (12) Quality Control At One Source



No. 238/C-7093      12" High  
No. 240/C-7090      11" High  
No. 239/C-7092      12" High

Rock Crystal Cutters

DUNBAR

Dunbar Glass Corporation

DUNBAR • WEST VIRGINIA

NEW YORK: 1107 BROADWAY 10, NEW YORK, PHONE WATKINS 9-1616  
CHICAGO: 1555 MERCHANDISE MART, CHICAGO 54, ILLINOIS, PHONE SUPERIOR 7-7506

A-Z

The Deltagram, Mar.-Apr. 1951

# FLYING CHIPS

## Tarnish Proof Drawers for Silverware

Potsdam, New York—Can you advise me where to get information to make a drawer tarnish proof for silverware? I have just completed making a bullet from  $\frac{3}{4}$  inch plywood of fir and fir solid stock.

I have looked through your publications of the Deltagram for the last four or five years, but was unable to find any information on this subject.

Any information that you may give will be appreciated.

Pieces of Camphor Gum placed in the corners of the drawer will prevent silverware from tarnishing. This gum comes in block form very much like paraffin used for canning. You can get this at any local drug store. Any other suggestions our readers might have on this subject will be passed along to R.S. The Editors

R.S.



3

The shadow box shell in (photo No. 3) was made from plans which appeared in Issue No. 1 volume 15 of the Deltagram. Mr. H. Menegus said the plans were very easy to follow and the finished job came out perfect.



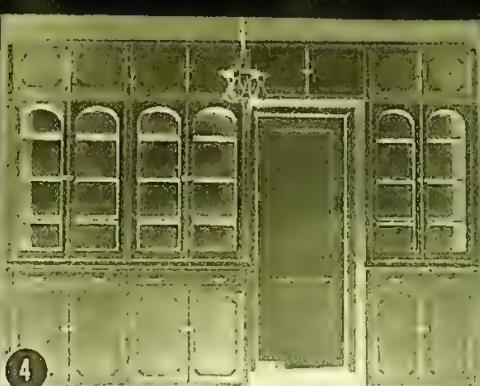
1

This unique lamp (photo No. 1) was made by Lenard Rockling of Grand Island, Nebraska. Material used was maple. The colored inserts on the base spindle are pieces of blue and red plastic. The base is hollow and is lit up with a seven watt bulb. Colored accents on the shade are red and blue made of adhesive paper.

## Answer and Question

Chicago, Illinois—I don't know how perfect the circles must be that A.E. inquired about in the July-August issue of The Deltagram, but I find that I manage to do pretty well with a jig I made for the band saw, which is probably nothing particularly unusual in professional woodworking.

The jig consists of a stop-block L-shaped, which is clamped to the band saw table. The second section is a feed block with a brad projecting point up near the end of one of the corners. When the feed-block is set so that the radius of the circle is the distance between the teeth of the band saw blade and the brad



4

Photos No. 4 and No. 5 show two projects recently made in the shop of George Decker of Sioux Falls, South Dakota. These are the type of projects Mr. Decker makes special to customer specifications in his community.



2

Mr. Lawrence H. Rubin of Chicago, Illinois sent us the picture of the piano ashtray and cigarette holder (photo No. 2). The ashtray project was made of birch plywood finished with a crystallizing lacquer.

## READER COMMENTS

the stop-block can be positioned and clamped tight. Then, when the board which is cut in squares whose dimensions are slightly larger than the diameter of the required circle and which has been punched or shallow drilled in the exact center is set on the feed-block with the brad in the spoiled center, turning the board into the band saw will automatically cut the circle.

If this is of any help to A.E., I will be very pleased, and then perhaps, one of your readers of the Deltagram can suggest how I can devise a jig for cutting a number of irregular forms, identical on the band saw. There must be some method of doing this very simply, and I will be very grateful if someone will pass that information on to me.

M.G.

The Editors want to thank you for your letter explaining a process for cutting circles for our Deltacrafter "A.E." We see by your letter that you yourself are asking for help, and we went to refer you to our book No. 4532 "Getting the Most Out of Your Band Saw & Scroll Saw," on pages 24 and 25 of which you will find a number of jig suggestions, which we would like to call to your attention.



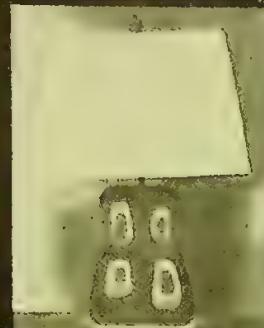
EVERY SEAL  
YOU USE HELPS  
CRIPPLED CHILDREN

## A New Feature "WHAT'S NEW IN CRAFT BOOKS"

Beginning with the May-June issue of the Deltagram we are going to give brief reviews of Shop books which we believe will be of interest to our readers. This added feature should aid in building up your own reference library.



5



Pottery lamp by Royal Haeger with fabric over parchment shade. Overall height is 25 inches. Woodland brown base with yellow shade; chartreuse and green base with green shade. Approx. \$21.00.

No. 4037 from Bradley Mfg. Co. 25½ inches high. 3 lite socket, bowlite harp. In jade with natural shade, pistachio with chartreuse, coco with amber. Genuine Fibreglas shade, hand loomed. Retail \$12.95.



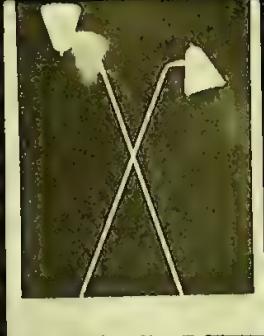
Red tole lamp by Tower Craftsmen has three-way socket with glass reflector. The shade is 13 inches wide, red paper tole with applied wreath design. Height overall is 21½ inches. About \$28.50.

General as well as specific lighting is obtained with this new Kurt Versen lamp. Made of metal with the new bluebell shaped reflector adaptable for use with any type household bulb from 25-150 watts. Approx. \$30.00.



Composition horses head with flying mane. Mounted on a base covered in unborn calf. Available in black or brown with white. Triangular shaped shade of Fiberglas to blend with color of skins. Van Cleef. Approx. \$55.00.

Modern design of wood and composition. Black mounting with a bleached wing design. Pull chain to turn off or on. New scoop type shade of parchment and fabric. Style #764, retails for approximately \$75.00. Heifetz.



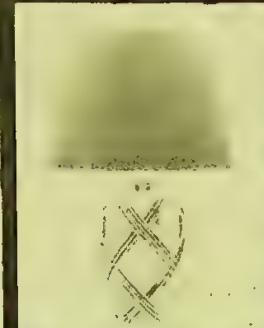
Pewter floor lamp and matching table lamp. Simply designed, for traditional decoration. Plexiglass shades in several colors. Floor lamp #11 H 149 approx. \$30.00. Table lamp #17193 retails about \$14.95. Stadler-Neuwirth.

Composition lamp by Daisou with parchment paper shade. Base is antiqued in cinnamon color, with overlapping strap design in white. Hand textured shade has "vertical lines" effect. Unit is 27" overall. Approx. \$17.50.



Graceful column base of hand carved glass, gold fired. Set on a simple modern mounting lending itself to traditional or a formal modern room. 36" high with an 18" sheeting shade. Approx. \$42.50. Luminiere.

Modern floor lamp. Metal base with fiberglas shade. Fiberglas reflector gives an even glow to the light. Adjustable shade with modern plaid pattern number 5707 retails for approximately \$49.00. Guggenheim.



Vitrified China base by Stadler-Neuwirth. Mounted on an ebony finish. Gunmetal and lipstick, black and chartreuse. #40101.

Modern wrought iron table lamp. The following finishes: black and shade or chartreuse and shade. Shade 16" par-



Hollow wrought iron swiveling lamp with a punched reflector shade. Base in black, gray; black, gray, white. App-

Simple, graceful hexagonal base. Traditional and contemporary in several colors on a base with contrasting trim. App-



From the desert wood series of Mutual Sunset Lamp Co., this table lamp is an adaption of an old cattle brand. Made of driftwood and iron it is adaptable to Modern or Early American. Retails at approximately \$79.

Roman column of Italian Sgraffito resting on a bronze mounting. Feathery scrolls in antique gold on a jewel-tone base. Boule shade of gold fringe over a solid body. Stands 34" tall. Approx. \$85.00. Taupe.



"Oro Nero" black china table lamp. Two tier mounting. Decorative traditional. Ardsalt Imports, #4783.

Simple gold base with a formal treatment of cutouts. Shade is a rough textured oval, approx. \$105.50. Abels-

Table Lamps Box A2

TITLE Home Furnishings  
VOL. NO. DATE March 1951 PAGE 31

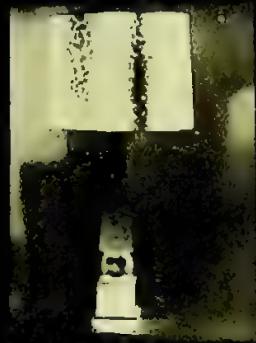
S NEW

## IN THE LAMP INDUSTRY



Simple traditional base copied from an old pewter candle stick. Constructed of a porcelain with wood trim. Hand-painted decoration is the only color note. On decorated parchment shade. Approx. \$20.00. Little Jones Co.

Modern china indirect lighting table lamp in black with hand painted and embossed green and gold leaves on a metal base. Shade is a deep 17" spun glass drum decorated and hand laced. #5310/17P. Ht. 32". Dunham. Approx. \$25.



An obelisk of distressed pine with a gold leaf sphere mounted on black and gold. All wood designed to blend with modern and traditional. A drum shade of black mat-finished parchment. Rees & Orr. #9347 approximately \$55.

African snipe bird of china set on a gridded metal mounting. A copy of an original Audubon. Lovely natural colors. 29½ inches high with a 13" octagon natural bamboo cloth shade with a two-tone trim. Gordey China. Approx. \$55.



"Rose Bowl", a new import from the Crest Company. Base is of imported Czechoslovakian hand-cut crystal. Shade is hand made silk taffeta. Two-tone ruching, forest green and white. Silver plate mounting. \$185.00.

Handmade wood lamp from a series of Mara originals from Lightolier. Colors ranging from beige to deep brown are stained on blocks of wood. Gold weave shade. Turn-on button located at the base. Approx. \$150.

important trend

Lamp Buyers do

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they buy Aladdin

nationally famous

profitable...



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available in  
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ready. 40%.

Table Lamps



Box A-2



## "INCENSE MAKER" SHADOW BOXES

The new, sensational metal shadow boxes.

The frames are of metal and will not chip or crack. Each frame is equipped with a self centering built-in hook for easy hanging.

Light weight—15 oz. per piece.

Several subjects available.

SR-89 Incense Maker Shadow Box—Chinese Red  
Wholesale \$3.00 per pair

SC-89 Incense Maker Shadow Box—Chartreuse  
Wholesale \$3.00 per pair

Order today and ask for free copy  
of our New Fall Gift Catalog.

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Rittgers**  
INCORPORATED

1311 North Lincoln Ave., Chicago 16, Ill.

essential  
to:  
merchants  
of fine  
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furnishings

## Tower Lamps

**WATER CRAFTSMEN, INCORPORATED**

2000 Broadway, 105 Gramercy Street, Red Bank, N.J.  
Telephone 7-7121 • 225 Fifth Avenue  
Telephones: Venezie 2-2830 • Marlboro 2-2830 • Western • Rockwood • Marlboro 2-2830 • Elmwood 2-2830

# Going on in the Trade

Doulton & Co., Inc., importers of Royal Doulton products and English bone china and earthenware have moved from 212 Fifth Ave., New York, to 11 East 26th St., New York.

Dealers considering the installation of a monogramming service in their shop can get a lot of valuable advice and help from Wil-Nor Products, 3002 North 5th St., Philadelphia, Pa., manufacturers of monogramming machine attachments and gift items designed to take monogramming.

The company's special attachments make possible the monogramming of many articles carried by gift shops which would ordinarily not be able to be monogrammed with the machine's own attachments. The attachments can be used with all of the well known stamping machines. As part of its service, the firm demonstrates the use of these nationally known machines, although it does not sell them to the stores.

Among the various gift items which the firm sells to be monogrammed by gift shops are plastic boxes holding metallic matches. Some of the boxes have metallic inserts for the monogram.

Dealers desiring more information about the company's attachments and monogram merchandise should write the company for its descriptive leaflets.

Gilley, Inc., manufacturer of the Chillicothe and chrome crystal giftware, has moved to larger quarters at 115 Spring St., New York.

Now — Offer the Magic Appeal of

## "House of Dolls" Exclusives



Six of the most adorable, selling-est dolls you ever put on display! Heads tilt, arms move, and the sparkling eyes open and close. Dresses are fashioned from best quality materials, neatly tailored and removable. All plastic. 7 1/2" tall. Total assortment includes 2 pt. each doll shown. Order today!

LINDA—Red glow satin skirt with crinoline underskirt, white blouse, red and white hat. Real roller-skates. Blonde.

CHRISTINE—Green silk dress, red velvet hood with white fur trim. Brunette.

GLORIA—Auburn wig. Blue satin dress with lace trim and handkerchief.

DIANA—Chartreuse dress and hat with bright green trim and bow on dress. Blonde.

PHYLLIS—Orange billowing skirt with chartreuse blouse. Orange hat with brown feather. Blonde.

CYNTHIA—Orchid dress. Lavender feathers and feather fan. White wig.

Each doll packed in attractive display-type box.

Exclusive Designs Created and Manufactured by

**\$18.00**

Doll

each

Dozen

each

Dozen

each

Dozen

each

Dozen

**House of Dolls**

SANTA CLAUS, INC.

THE GIFT AND ART BUYER for October, 1950



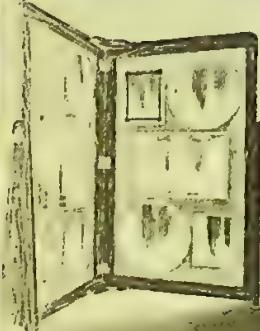
Fine Lamps for Fine Homes

*The Crest Company*

1219 Merchandise Mart—1020 W. Adams St., Chicago, Ill.  
CATALOGUE AVAILABLE UPON REQUEST

now  
you  
can

## Sell more mirrors



© 1959 DONNELLY-KELLEY CO.

WITH  
Donnelly-Kelley

Display  
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• now ANY SIZE store  
can departmentalize mirrors

Displays 8 to 24 mirrors in 12 square feet of floor space.

Mirrors are hung securely in a few seconds with patented hooks furnished. Sturdy construction with solid oak frame in blond and tempered Masonite panels in attractive green.

WRITE FOR COMPLETE INFORMATION

Donnelly-Kelley Glass Company, Holland, Michigan

## Shoppers can light up new lamp shop

MOST fascinating feature in Baron's handsome new Beverly Hills shop is the Push Button System (Patent applied for) at the entrance. The interior is unlighted at night, and window shoppers can push buttons to illuminate one or all four interior sections. Lights remain on one minute, then go off automatically. It has been a sensation!

The shop itself, on two 50 x 150' floors, makes a most glamorous setting. Baron's has operated a lamp shop for many years, has now added tables because so many customers want to buy tables first, then "try on" different lamp styles.

Planned for flexibility in display, there are six large movable fixtures plus the permanent wall installations. The latter are pierced with numerous slots, through which lamps are plugged into hidden sockets, so no wiring need show. The slots also accommodate individual hang-up, burlap covered brackets spaced as desired to hold different sized lamps (see photo).

Assortments are tremendous in modern, Early American, provincial and traditional styles of lamps (\$3.50 to \$850.00), shades (\$2.50 to \$75.00), and tables (\$29.50 to \$350.00). And service is just as broad! Baron's is known as the shop that "does anything to or for a lamp." They will go out to the customer's home, advise on lamp and table arrangement for lighting efficiency or decorative effect. They refurbish, remodel, interchange separate lamps and separate shades, use customer's own fabrics for shades . . . provide the special kind of service that draws customers to a highly specialized shop.



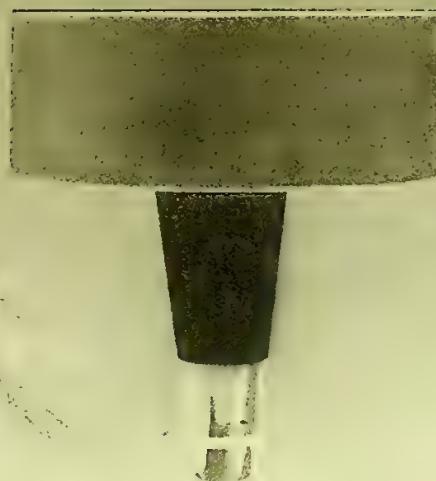
In recent years the design of lamps has improved enormously. Not only can you have them in any style you fancy, traditional or modern, but you will also find them doing a better lighting job than they used to. Some have built-in reflectors so they throw light onto the ceiling. Opaque shades direct light both up and down. Translucent shades diffuse light over a wide area; they will illuminate a corner or entire end of a room. Three-way switches make it possible for you to step up the light that a single lamp gives you, from medium, for general use, to intense for special purposes such as reading and sewing. Because sharp contrast tires your eyes, lamps are most effective and restful when they are used in conjunction with general lighting (shown on pages 156 to 159). We have learned that a single bright light in a dark room puts an undue strain on your eyes and so it is desirable to augment your concentrated lamp-light with diffused, over-all lighting. The lamps on these two pages are all distinguished by the excellence of their design. In addition they offer various types of light, direct and indirect, for your rooms. Remember that modern lighting can be built into the most traditional lamp just as easily as into a contemporary one. When you shop, look for good lighting combined with good design.

All prices approximate

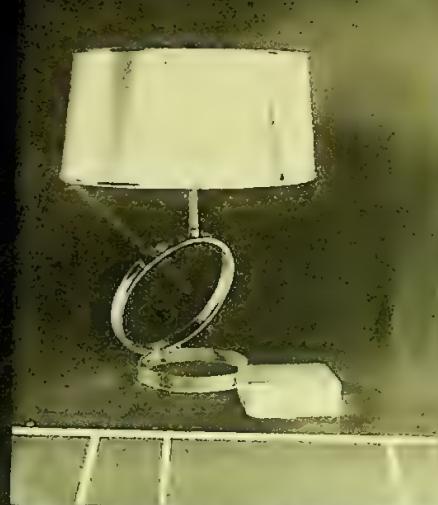
*More lamps, page 202*



DOUBLE-ARM desk lamp with movable reflector on a stationary base is made in five H&G colors. By Kurt Versen, \$24 at L. S. Ayres, Indianapolis.



SCOTT HYDE



SHADE in Hot Chocolate brown is mounted on double wedding ring of polished brass, 24½" over-all. Mutual Sunset, \$30 at Carson Pirie Scott, Chicago.



TRIPOD LAMP diffuses light both from the base and through the shade. Supports are of wrought iron; the central cone is made of spun aluminum and plastic. Height: 21¼". Designed by Paul McCobb for Raymor, it costs \$17.50 complete at Modernage, New York.



PLASTIC WEAVE SHADE emits soft light from a lamp designed by S. R. James, with cylinder base of white marble. It is \$12.95 at J.C. Penney.

*'Persuasive Modern  
beckons you!*



Under \$25.00

**LAMPS and SHADES**

by **Verplex**

A surprising selection of occasional lamps affords a rare opportunity to browse where the persuasive modern influence permeates all things beautiful.

AT LEADING DEPARTMENT STORES AND WHEREVER BETTER LAMPS AND SHADES ARE SOLD



**THE Verplex COMPANY**

at Essex Connecticut



**WORK-SAVERS  
FOR GARDENERS**

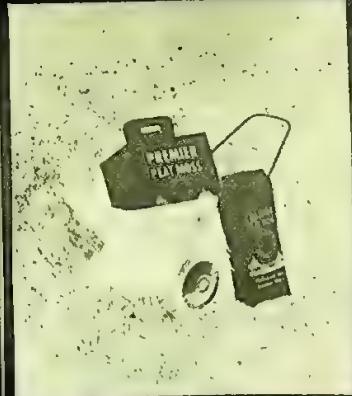


Here's a new "towel" towels last. Brushwood & white leaves will grow at any depth. A good idea for many areas. Heublein & Co., Springfield, Mass.



To get rid of crabgrass, dump "Scut" into a "Scut" plant-food spreader and treat your lawn. Both by O. M. Scott & Sons, Marysville, Ohio.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISNER



Why struggle with heavy bags of pot? Now 1-bushel carton (in "Gardener" cart—Inland Steel Co., Minneapolis) and plastic-bag pack by Premier Pot-Mix Corp., New York.

(Continued on page 231)

**Cannon  
Shopping Guide**

You'll find Cannon's "Grand Manner" towels—shown opposite—featured at better stores, including:

**ALBUQUERQUE**  
Kistler, Collister & Co.

**ATLANTA**—Rich's, Inc.

**BALTIMORE**—Hutzler Bros.

**BOSTON**—Wm. Filene's Sons Co.  
T. D. Whitney Co.

**CHICAGO**—Carson, Pirie, Scott & Co.

**CINCINNATI**—H. & S. Pogue Co.

**CLEVELAND**—The May Co.

**DALLAS**—A. Harris & Co.

**DETROIT**—J. L. Hudson Co.

**HOUSTON**—Foley Bros.

**KANSAS CITY**  
Emery, Bird, Thayer Co.

**LOS ANGELES**—Bullock's  
J. W. Robinson Co.

**NEW ORLEANS**—D. H. Holmes Co.

**NEW YORK METROPOLITAN AREA**  
Lord & Taylor  
McCutcheon's  
Meyer Bros., Paterson

**PHILADELPHIA**  
Strawbridge & Clothier  
John Wanamaker

**PITTSBURGH**—Kaufmann's

**RICHMOND**—Thalhimer Bros.

**SALT LAKE CITY**—Z. C. M. I.

**SAN ANTONIO**  
Joske's of San Antonio

**SAN DIEGO**—Marston Co.

**SAN FRANCISCO**—The White House  
The Emporium  
City of Paris

**SEATTLE**—Frederick & Nelson

**ST. LOUIS**—Famous-Barr Co.

**ST. PAUL**—The Emporium

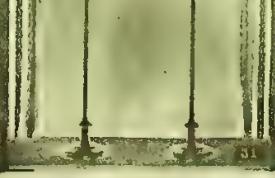
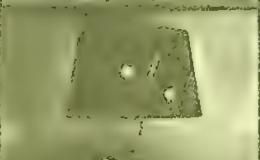
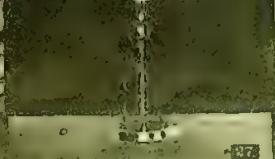
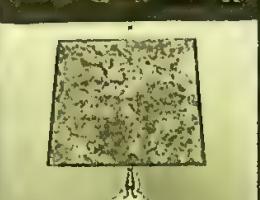
**TOLEDO**—Lamson's  
LaSalle & Koch

**WASHINGTON, D. C.**  
Woodward & Lothrop  
Julius Garfinkel & Co.

501 568  
42 40 39 49 85 LE 'EE 'S

L & L July 1950 pg 7.

Table Lamps



(13) Goldy Studio, New York; (14) Chelsea Lamp & Shade Co., Inc., New York; (15) Betty Lee Copper House, Inc., Los Angeles; (16) Studio-Newirth, Inc., New York; (17) Alladale Industries, Inc., Nashville, Tenn.; (18) Lulu's Co., Inc., New York; (19) Sculptured Lamps of California, Santa Monica, Calif.; (20) S. Saxe Co., Philadelphia; (21) Robert Abbey, Inc., New York; (22) The Marie Co., Cleveland; (23) LaSalle Lighting Products, Inc., Buffalo, N.Y.

(24) California Art Co., Los Angeles, Calif.; (25) Marie Mfg. Co., Inc., New York; (26) Advance Lamp Co., Chicago; (27) Lightoller Co., New York; (28) Plymouth Lamps, Inc., New York; (29) Lowes of Pasadena, Pasadena, Calif.; (30) Midwest Lamp Co., Milwaukee, Wis.; (31) Calpa Products Co., Philadelphia, Pa.; (32) Savage, California, Los Angeles, Calif.

16154  
7 hours lamp

Property of U. S. Forest Service  
Not Transferrable Use Only

24 July 1950  
1964  
Table

Room No. 5885  
Date Due  
Reckeably  
501 556 ea  
478 10 99 49 285 1E 33'S  
478 10 99 49 285 1E 33'S

# LAMPS FOR T. V. LIGHTING

NEW AND NOVEL IDEAS IN LAMPS AND LIGHT ORNAMENTS  
FOR THE TELEVISION MARKET

(1) Dumont Lamp Co., New York (2) Majestic Lamp Mfg. Corp., New York (3) Greenly Lamp & Shade Co., Inc., New York (4) Fremor Lamp Co., New York (5) The Menards Co., Chicago (6) Phil-Mar Corp., Cleveland (7) Kolte Art Products, Inc., Brooklyn, N. Y. (8) Kelby Originals, Brooklyn, N. Y. (9) Babylon Lamp & Shade Co., Inc., Los Angeles, Calif. (10) Dunhill Mfg. & Dist. Corp., New York (11) Royal Haeger Lamp Co., Inc., Dundee, Ill. (12) Atlas Consolidated Corp., Brooklyn, N. Y. (13) Lamp Shade Mart, Minneapolis, Minn. (14) Hy-Art Lamp & Shade Mfg. Co., New York (15) Bolton Lamp Corp., Brooklyn, N. Y. (16) Clory Products, Inc., New York



under glass; bronze, silver, polished pewter, brass in formal classic columns, candelabra, ormolu work; formal versions of tole; tooled leather; woods such as mahogany, that repeat the furniture woods of the period.

**Early American & Provincial:** Here an informal air prevails, harmonizing with the maple, pine styles of furniture, the quaint prints and homespun fabrics. You can display and sell font and hurricane lamps in clear, colored or milk glass, alone or combined with wood, china, brass; colorful (sometimes stylized or whimsical versions) birds, animals, florals, people, in pottery or composition; pewter and brass in reproductions of old utensils (tankards, fire lighters, student lamps, candlesticks); tole candelabra, canisters; maple, fruit-wood or walnut columns, candlesticks.

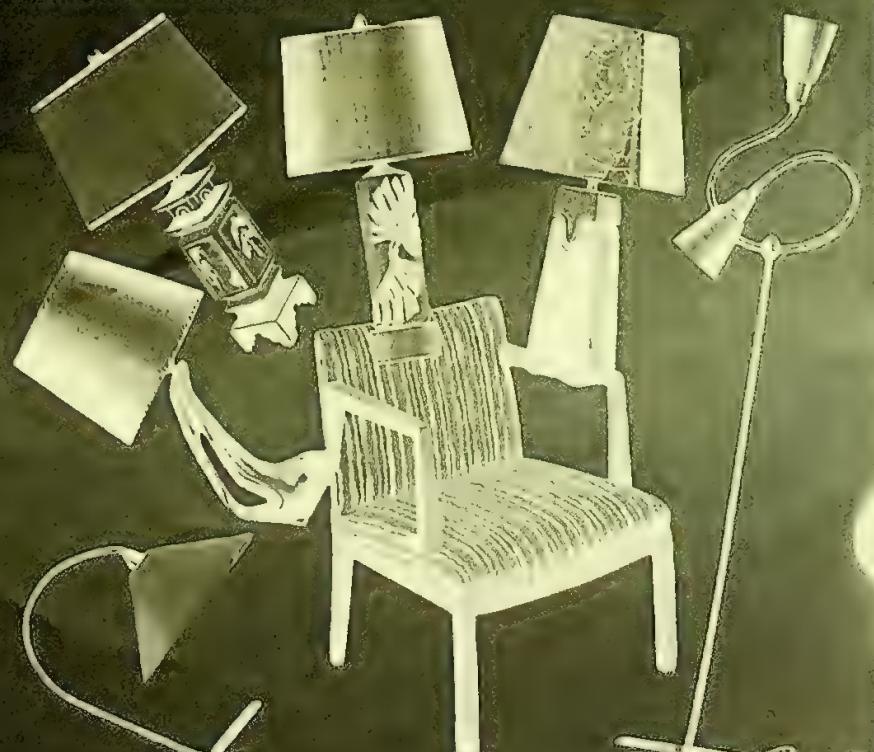
**For modern:** Ceramics play an important part in modern lamp design, in styles from smooth, high glazes in subtle or vivid tones, to dull finish textured effects. Colors are solid or variegated effects obtained by many new developments in glazes. They are used in many forms (abstracts, columns, animals, heads, figures, leaves, Chinese and other oriental motifs and figures). Painted composition is also used in many of the same forms. Wood in columns, twisted columns, pedestals, curved figures and abstract motifs is utilized so as to bring out the true natural beauty of wood grain and color. Birch, light maple, oak and some of the exotic woods are popular. Adjustable functional styles come in metals, polished or color-enamored, sometimes combined with wood.

When lamps are spotted among furniture displays on the floor or in windows, they should be most carefully selected for appropriateness of style. They will appeal to customers who have just bought furniture and need lamps, and also to customers who, by seeing the correct style of lamp on display, are made to realize that their old lamps at home are wrong with the style of the room. The lamp department itself can use this guide in training salespeople to suggest the correct type of lamp to the customer. Inquiries should always be made as to the type of room for which the lamp is to be bought, and the customer then shown a selection in the right style. Sales time can be saved and the customer quickly satisfied by this simple procedure.



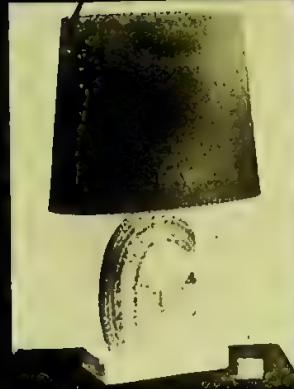
**Early American and provincial:** Polished brass candlestick with pierced foil shade; brass with sprigged china font, chiota shade and glass hurricane; brass and decorated milk glass student lamp; milk glass column with floral shade; colorful comp rooster and fabric on paper shade; tole candelabra with metal shade; swirl glass font with antiqued brass key and mounting, decorated china base and stretched fabric shade. Typical of the best selling styles for Early American and provincial decorative schemes.

**Modern:** Adjustable desk lamp with swivel sockets, fabric-on-paper shade; abstract ceramic with colorful high glaze, lacquered plastic-and-Fiberglas shade; Chinese pagoda motif with harmonizing cut-out wood base; colored, raised tropical leaves on textured pottery column, grass cloth shade; ceramic and wood combination, with shade of modern print; another adjustable functional type has brass standard, color-enamored metal goosenecks and bullet shades. Typical of popular styles for the contemporary room setting.





Imported pure lead cut crystal, polished prisms, silver base, 2-light. Gray & silver on white silk shade. \$143. Paul Hanson.



"Minotaur," sgraffito on matt finish ceramic, 6 colors, #1601. Wood base, Synspun oval shade, 32" overall. Brass cap, mount. \$69. By Potters of Wall Street.



Brilliant cardinal red birds and green foliage on black ground. 32" overall. Brass cap, mount. \$80. w. shantung. Rampton Ware.

## N. Y. LAMP SHOW HIGHLIGHTS

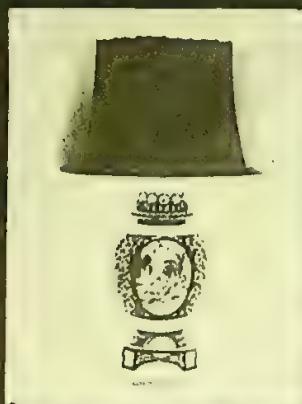
Best-sellers from the Show are arranged by popular and luxury price lines for your convenience in meeting your own buying requirements.



Cleamer, 33" overall, of a pair. Bisque finish, pale green, gold, ivory. Pure silk shantung eggshell shade. \$85 ea. Chelsea.



Capodimonte turq. pink, green, white, gold, pierced porcelain. Silk shantung shade, 35" overall. Brass mt. Lamp by Dudley.



Ado Balzano #21/1041 white with green & gold, handpainted scene. Handmade brass mount. 16" eggshell shade. \$71. Vic T. Bruhn.



Imported French porcelain, gold on white; handmade brass mount. From a new group. Swag draped shade. \$78.50, #5004. Taube.



Marquetry inlay in exotic woods, 12x12x5", black lacquer outside mahogany molding. Silk shantung shade. \$124. By Andrew Szeck.

Prices quoted are approximate retail. For further information write Editor, HOME FURNISHINGS MERCHANDISING.



Leather with molded metal trim. Red, brown or green; hand-stippled square shade to match with gold. \$35. Curro.



Bottle green glass, with gold. Green & gold handrub wood base. 34" h., reflector, \$39.50. Lightolier.



Hand tool embossed, hand-painted in England on saddle tan leather. 26" h., 11" deep. \$39.95. Mario Mfg.



Textured ceramic and wood base, 6 color combinations; \$43.50. Shade available in other materials. Richards-Morgenthal.



Flask lamp w. reflector #811, 5 colors textured pottery, wood mtg., 33" h. paper or fiberglass shade. \$45.00. At Mary Ryan.



Soft gold finish brass, hunter green glass font, 36". Deep drum shade, brushed gold w. braid. \$46. Lulis.



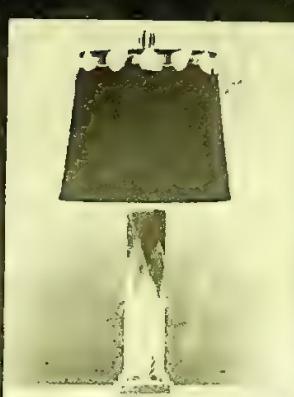
Wallpaper rollers, 2-of-a-kind, spun glass shades in color. 33" overall, \$49.95 each. Diff. colors. Dunhill.



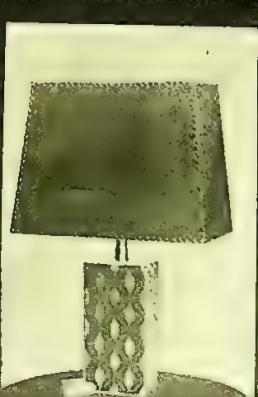
Certified lamp from decorator group, CB8524, carved china, gold & ivory. Shantung. 31", \$55. Rosenfeld.



Green Bristol style glass with white and gold decoration. 33" tall. #330550. This or other style shades. \$55. Esterman.



Hand-painted glass column in green tones; velvet leaf applique on shade. 2037D4, \$59.50, 32" h. Weissman.



Imported inlaid wood bases, fiberglass shades. In beige tones. #1039I, \$63. From Products from Sweden, Inc.



"Roman Cameo" #310, bisque fin, china, lilac & white. Medallion in relief. 33" overall. \$65. Van Cleef.

Prices quoted are approximate retail. For further information write HOME FURNISHINGS MERCHANDISING, 1170 Broadway, New York 1.



MAR 13 1950

DESIGN DIVISION

PAUL HANSON CO., INC.

HOME FURNISHINGS

NEW YORK

CHICAGO

MARCH - 1950

*Distinctive*

LOOR AND PIN-UP LAMPS

48  
20

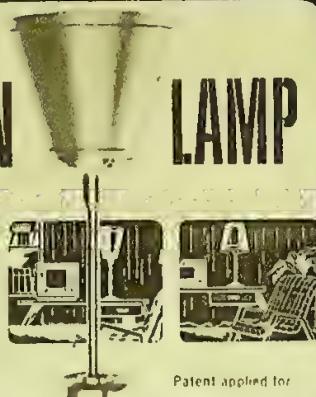
A-2

POLISHED BRASS  
ENGLISH BRONZE  
AND TOLE FINISHSAN FRANCISCO: Dominic Vincenti,  
West's Mdse. Mart, SPACE 544**J. Schaffer**  
ELECTRIC NOVELTIES, INC.Office Showroom Factory: 149 Grand Street, N.Y. 13  
Southern and Midwest Territories Open For Lamp SalesmenLOS ANGELES: E. M. Bartlett  
Mdse. Mart Bldg., ROOM 404

Godfrey and Wing's original

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Light-weight lamp for perfect illumination  
in living room. Handmade  
brass and bronze casting finish.  
Capacity of incandescent 50, 100  
or 150 watt. A natural market of  
over 100 million TV viewers now  
exist for potential future sales?



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**LARGER QUARTERS**

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BROOKLYN, N.Y.

where we will continue to feature our complete line of lamps in the Kayess manner

**OPAL COLONIAL**

Style No. 104. Solid brass and opal colonial 3-light table lamp. With hand decorated globe. Lights top and bottom. Ht. overall 17 $\frac{1}{2}$ ".

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REPRESENTATIVES

Robert H. Taylor  
352 S. 12th St.  
Pittsburgh, Pa.F. D. Mortenson  
807 Terry St.  
Seattle, Wash.**Rosenfeld Takes Pension Plan Post**

At a meeting of the Pension, Hospitalization and Insurance Plan for the portable lamp and shade industry, Lawrence Rosenfeld of L. Rosenfeld & Co., Inc., was elected treasurer. Mr. Rosenfeld took the place of Benjamin H. Hyman of J. B. Hirsch Co., who resigned because of his numerous activities as president of the New York Lamp & Shade Manufacturers Association, and his business. Mr. Hyman will continue to serve, however, as one of the employer's representatives on the committee.

**Kayess Products Moves**

Kayess Products, manufacturers of lamps and shades, have announced the opening of their new factory and showrooms at 2417 Pitkin Avenue, Brooklyn 8, New York.

**Morlee**

CREATORS OF CAREFULLY HAND  
SEWN ORIGINAL LAMP SHADES  
IN SELECTED MATERIALS

New Office  
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NOW LOCATED AT

147 West 25th Street  
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# SEEN AT THE SHOWS

## MERCHANDISE MART

Chicago

## FURNITURE MART

Chicago

## PALMER HOUSE

Chicago

## HOTEL NEW YORKER

New York

1—Royal Haeger Co., Dundee, Ill., pinch bottle table lamp with shade of polyreed. In bottle green, 23" high, it sells for \$13. retail.

2—Bradley Mfg. Co., Chicago, large notched columns in charfruse, wine, green and black, 33" inches high. Rectangular shades in fabric. Retail at \$14.95.

3—Mutual Sunset Lamp Mfg. Co., New York, native hand ceramic lamp with hemp shade of calico cloth, 32" high. Retail at \$15.

4—Nevis and Smith Co., Chicago, decorated chin table lamps, 32" high, in gray and charfruse, with satin shades in matching colors. \$14.75 retail.

5—Arron Studios, Inc., Philadelphia, china column on spun brass mounting, with camellia decoration. Overall height, 28". Fabric shade, 16".

6—Chas. Sader and Son, New York, imported gaily colored figure in niche of off-white china base, prairie color. Tricolor corded highlights ivory taffeta shade of this bedroom lamp.

7—Berrose Lamp Co., Inc., New York, imported Italian perforated Capo di Monte an illegible mounting, 38". Swirl shade with appliqued flower.

8—Corday China Co., Philadelphia, A Madam Clotilde and Nefelle French umbrella creation, 22" high. Retail at \$110.

9—Olden Mfg. Co., Trenton, N.J., hand painted leaf design on white china base, highlighted with cob gold trim, 27" high. With drum shade, trimmed to match, approx. \$10. retail.

10—Robert Abbey and Co., Inc., New York, imported figure lamp, French Colonial in style. Celanese shade with ruching trim. Retail at \$35. a pair.

11—Radiant Lighting Fixture Co., Inc., New York, lamp in oxidized silver, French gold or antique brass. Antiqued metallic parchment shade on 8" reflector.

12—Lulus Company, New York, glass fountain lamp on gold plated base with key fitting, 34" skirt shade of crushed velvet. Retail at \$135.00.

13—L. Rosenfeld Company, New York, Certified lamp with ivy leaf decoration and matching shade. Retail at \$24.75.

14—Melrose Lamp & Shade Co., New York, marbled chin lamp with Colonial Watteau design in 3 colors, 22" gold trim, 17" plastic shade with rayon box ruching. Retail: approx. \$6.75.

15—Clarey Products, Inc., New York, cactus wood base on lacquered black mounting, 31" in high with free form shade, 21" inches.

16—Lightfitter, Inc., New York, modern hourglass of polished brass tubing and bleached wood base and top piece. Natural color parchment shade topped with Chinese red, 28" high. Retail at \$7.50.

17—Richardson Morgenlau, New York, lamp with wood base on tubular feet designed by Paul McCobb. \$19.50 complete retail. Shade in fabric or Polystyrene. In natural or black oak, or walnut.

18—"Vic" T. Brubbs Co., Philadelphia, "Ado Balzano" lamp, all white (rimmed in green), with hand painted scene on front and back panels. Mounted on gold-plated, hand-made brass mounting, 16" in drum shade.

19—Rayomatic, Inc., New York, hand painted Colonial lamp, floral decorations and antique fired finish. Height, 29 1/2" inches. Solid cast brass base.

20—Aladdin Industries, Chicago, hand fired ceramic decorated base with matching shade, 30". Retail at \$9.95.

21—Abbey-Ortner Lamp Co., Inc., New York, china lamp in gold, green, wine and white, 27" high. Parchment shade, 16". Retail at \$5.95.

22—Kello Art Products, Inc., Brooklyn, oak or oak and mahogany in contrasting colored woods; shade flat at back so lamp can be placed against wall seven degrees of light, \$35. retail.

23—Portland Lamp Co., New York, winged dragon lamp on finely glazed ceramic in antique green, green, gold, high light. Shantung on parchment shade, \$27.75 approx. 16" tall.

24—Soden Products, Inc., New York, decorated porcelain chin lamp, approx. 30" high with 16" shade.

25—Crest Company, Chicago, collector's item. Imported Royal Doulton vase with solid brass hand chasing (c. 1870), 38" high, with hand-decorated shade.

26—Lightmaker Inc., New York, enameled column with yellow brass leaves applied, 21" brass trim, 31" way socket, 16" parchment shade to match column in red, green, charcoal, 22" overall height.

27—Robert Beaumont, Detroit, combination dresser and makeup lamp with grained lime oak base, brushed brass tubing, deep cone fiberglass. Adjustable shades, 36" high. Retail at \$7.50.

28—Wimer, Company, New York, empire table lamp with hand-painted feather decorations in charcoal, slate, green, iron, with matching shades, 30" high. Retail at \$30.

29—Goody Lamp Company, New York, imported Czechoslovakian overlay lustre lamp in rose, 23" high. Shantung shade, 16" inches. \$70. retail.

(Continued on page 78)

Home Furnishings Trade, Dec 1949

Molar, Dec 1949

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# BERK-LOCK

3 in 1 Lounge, Rocker and Recliner Chair

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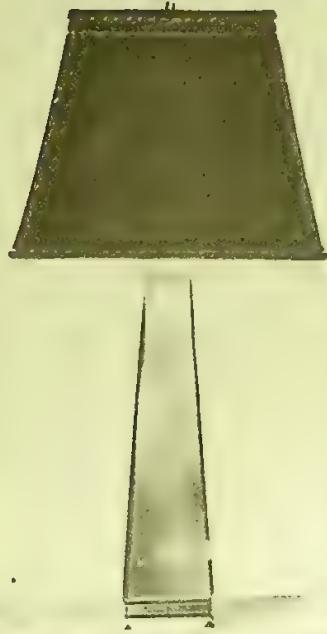
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Rocking Action—POSITIVE  
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Only Berkline, World's Largest  
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# 1950

## NEW YORK LAMP SHOW

Jan. 23-27 • Hotel New Yorker

## CHICAGO GIFT SHOW

Jan. 30-Feb. 10 • Palmer House

## NEW YORK GIFT SHOW

Feb. 20-24 • Hotels Statler  
and New Yorker

## BOSTON GIFT SHOW

March 6-10 • Hotel Statler

## PHILADELPHIA GIFT SHOW

March 13-17 • Hotel Benjamin Franklin

★ Here you'll find EVERYTHING in one convenient place. By building your company's buying program around one or more of these great shows you can save precious days... yet devote more time to selection of the newest and most saleable merchandise.

**GEORGE F. LITTLE MANAGEMENT**  
220 FIFTH AVENUE, NEW YORK 1, N.Y.

DECEMBER 18, 1949.

P. 34



A bulb illuminates a translucent alabaster lamp base from Today's House.

34

RETURN TO  
DESIGN DIV.



Shiny brass cut in a flower-like form to make an odd dramatic lamp at Charak.

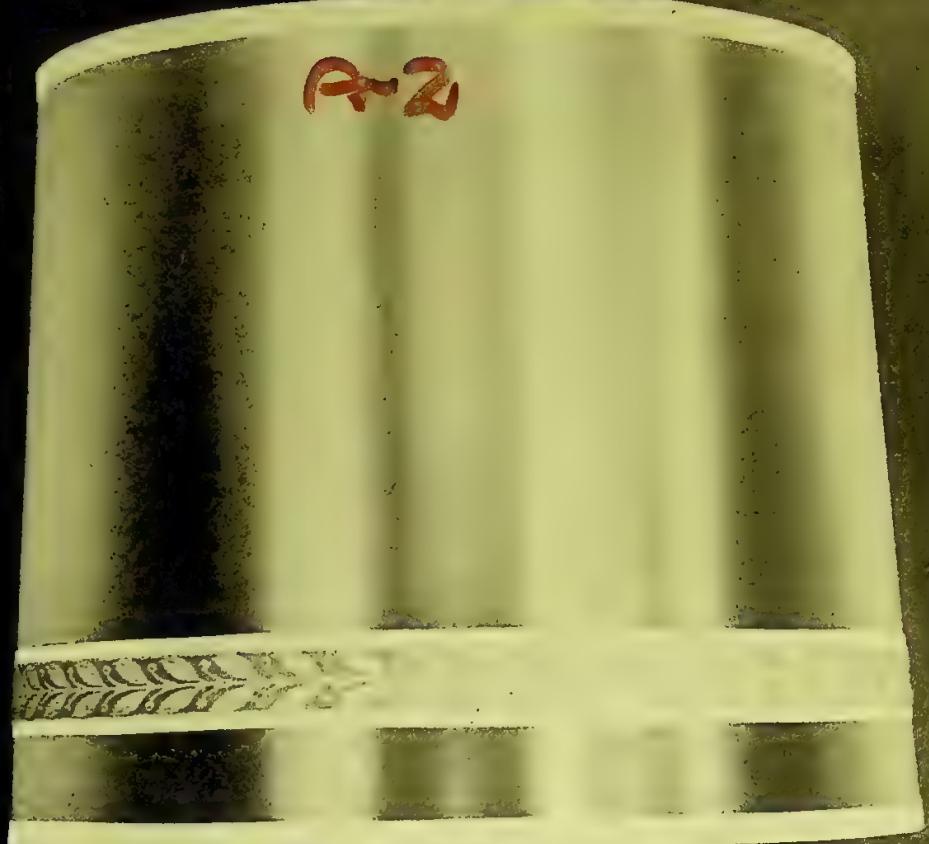
RETURN TO  
**DESIGN DIV.**

RETURN TO  
**DESIGN DIV.**

RETURN TO  
**DESIGN DIV.**

48  
20

R-2



*Paul  
Hanson  
Co., Inc.*



*New York  
Chicago*

PATENT OFFICE  
DEC 5 1849

DESIGN DIVISION

## Table Lamps

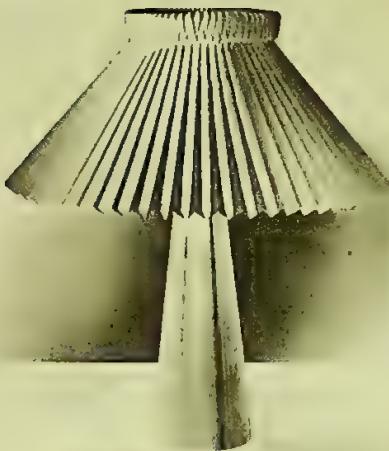


### Table Lamps

At Left: To a graceful pitcher-like base, we've added the lovely Le Klint shade, to bring into being a lamp that makes a wonderful gift. No. 221. \$ 19.00

At Right: Gentle and decorative base, with magnificent design, and our own Le Klint paper shade, in soft and pretty colors.

No. 222. \$ 32.00



At Left: Wooden base that tapers upwards to meet the paper shade, in soft natural tones that blend so well in the home.

No. 223. \$ 23.75

At Right: Natural terra cotta finish, this lamp has a truly modern feeling, and will make a wonderful gift indeed.

No. 224. \$ 20.00

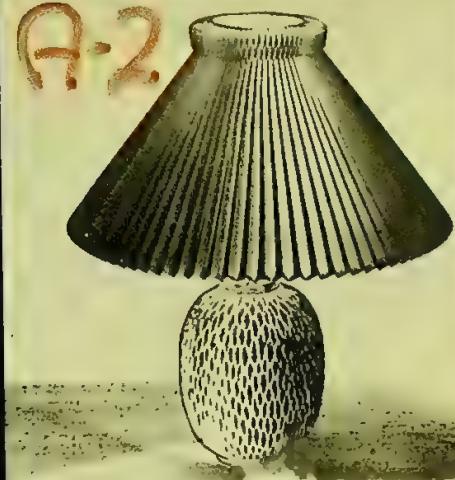


At Left: Little china roosters and blossoms — in whitest white, on a soft tan background — makes this graceful lamp a little gem.

No. 225. \$ 23.50

At Right: A wonderful vase, this — with its colorful hunt scene motif and perfectly wonderful Le Klint shade.

No. 226. \$ 30.00



All lamps illustrated on these two pages are made from bases we have imported from the Scandinavias. They reflect that originality of design, color and execution that is so properly associated with the best in Swedish Modern. Each one lends a lovely decorator's touch to the home, and they make gifts of surpassing beauty.

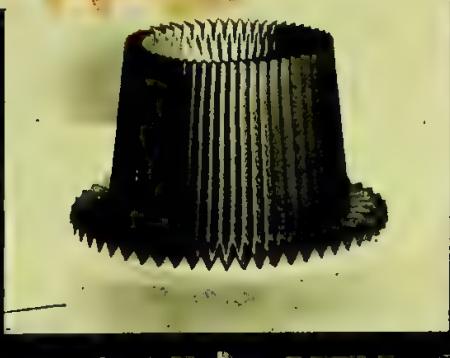
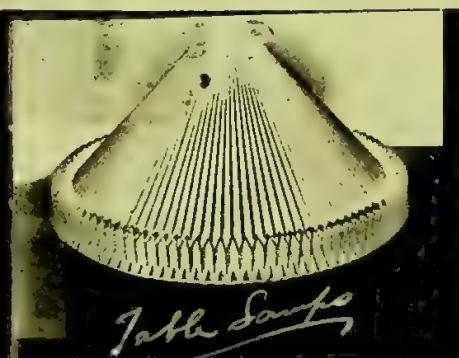
When ordering, be sure to state catalog number and price.

The shades that have been shown with these lamps are exclusive imports, made by Le Klint of heavy parchments-like paper. Their versatility is best shown on Pages 20 and 21 of this catalog and we suggest that you shop these pages too when you wish to find gifts with a little different flavor to them.

Bonnie's Gifts

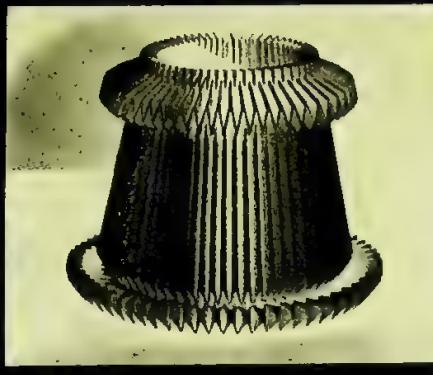
Read Nov. 29, 1949

Scandinavian Arts and Crafts



*Table Lamp*

From a country long and justly famed for its originality in design and manufacture, we're pleased to bring you these amazing new Le-Klnt accordian pleated lampshades. Available in a variety of sizes and pastel colors (as described below), please note that each shade can be easily adjusted to any one of four different styles. Thus, you really have four shades in one.



D

All shades illustrated on this page can be ordered in any size in the following colors: **FOR PLAIN SHADES:** White, Light Green, Blue, Light Rose, Coffee. **FOR OILED SHADES:** Rust, White, Blue, Red, Brown, Yellow. For these shades to suit your mood — or lighting fixtures — and soft pastel for the bedroom, a soft brown for the living room, a jaunty yellow for the breakfast nook.



G

**PLAIN SHADES:** No. 174, 7" \$ 4.50      No. 175, 8-1/2" \$ 5.00      No. 176, 10-1/2" \$ 5.50  
No. 177, 12-1/2" \$ 6.00      No. 178, 13-1/2" \$ 6.50      No. 179, 15" \$ 7.00  
No. 180, 16-1/2" \$ 7.50

**OILED SHADES:** SIMPLY ADD \$ 1.00 (one dollar) to the prices listed above.

### IMPORTANT Ordering instructions for lamp shades

1. Select the lamp shade style you wish to order by specifying the letter printed directly under each shade style shown on this page. (For example "A" or "B")
2. Specify the size you prefer by stating the catalog number. (For example "174" represents the 7" size.)
3. Specify your color choice.
4. If you wish to order the oiled paper add \$ 1.00 to the catalog price shown.
5. Be sure to include all of the above information.

*page 13*

*Scandinavian Art  
and Craft*

Portable Lamp Shady

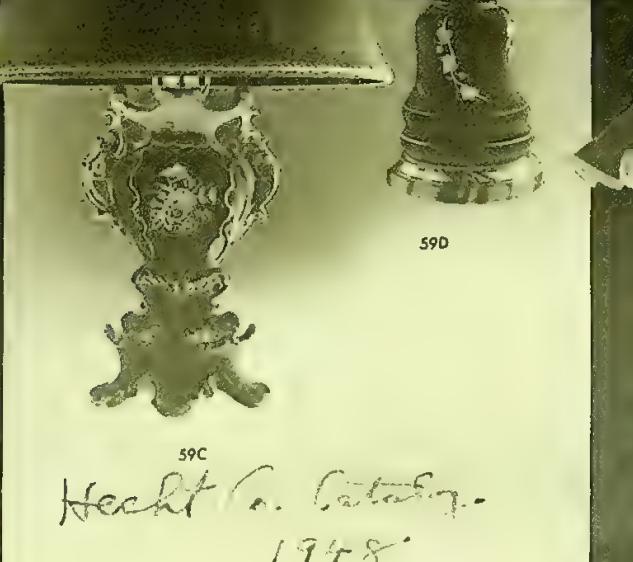


Table Lamps

Hannoverich's Merch. Sept 1938  
edges TO RETAIL FROM \$2.50 TO \$1.00



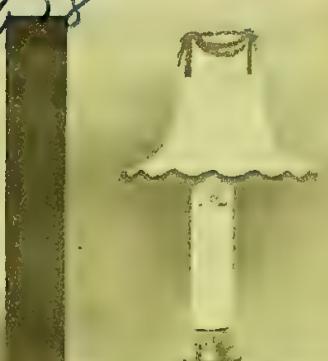
Hand-decorated china urn in choice of 4 attractive color combinations: celadon or ivory on green, wine on maroon and ivory on yellow. Brass base and braid trimmed hand sewn rayon shade. 29" h. \$29.50. Lulus.



Three arms is a new feature of the popular student lamp style. #1014-L, illustrated, measures 21" overall and is of solid brass. Opaque glass shades in choice of yellow, green or red. \$30. S. P. Skinner Co.



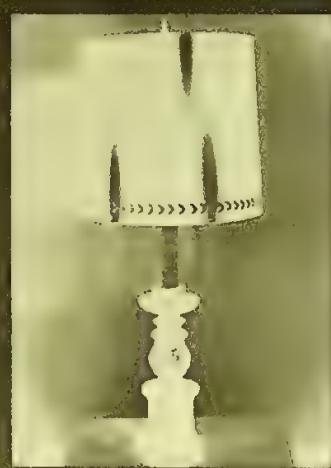
Nancy China base in white, enhanced with real flowers in plastic panel having yellow, blue, pink or beige background. Plastic shade, plastic laced, carries out the same decor. 24" high. \$30. Woodland Art Company.



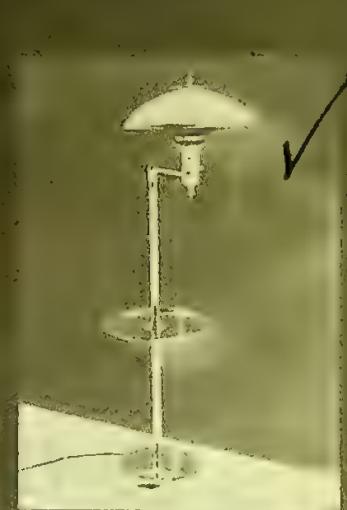
Special switch illuminates white Chinese figure encausted in emerald green glass cylinder. Green silk shade. 33" high. \$47.50. Leonardo Lamp.



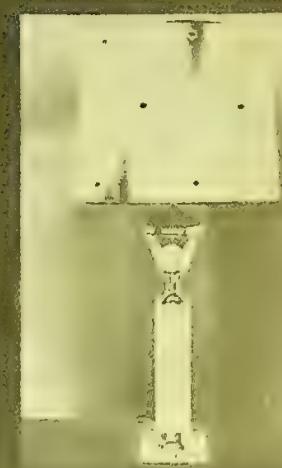
The classic theme attractively portrayed in this tall column in the "Hall China" selection. Comes in canary yellow, celadon, white and spruce green. Overall height 38". Rayon shade. \$29.95. White



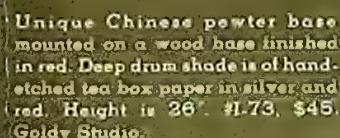
Hand-turned candlestick design by Brach-Allen in distressed wood with rubbed wax patina simulating the antique. Heavy parchment shade has laurel band and lining in gold. Overall 30". No. 12, \$37. Sun Glo Studios.



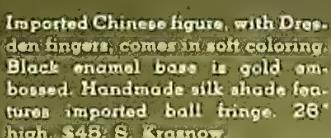
Attractive chairside reading lamp of junior height comes in lacquered brass with useful table ledge. Three-way light has sole shade in choice of green or red finish. Style No. 137. \$37.50. The Herco Art Mfg. Co.



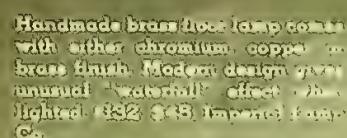
35" overall Regency design in metal with black finish, brass detail mounted on Italian marble. Black parchment shade trimmed with crystal beads. \$39.95. Rio Glo



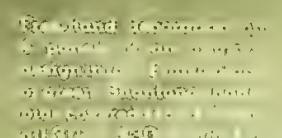
Unique Chinese pewter base mounted on a wood base finished in red. Deep drum shade is of hand-etched tea box paper in silver and red. Height is 26". #L-73. \$45. Goldy Studio.



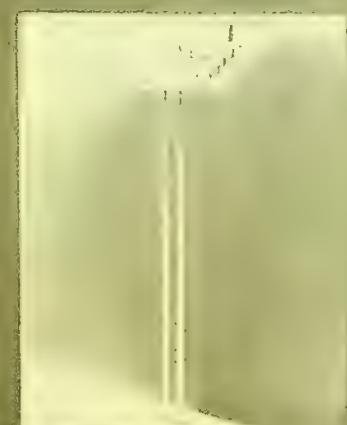
Imported Chinese figure, with Dresden fingers, comes in soft coloring. Black enamel base is gold embossed. Handmade silk shade features imported ball fringe. 26" high. \$45. S. Krasnow.



Handmade brass floor lamp comes with either chromium, copper or brass finish. Modern design gives unusual "waterfall" effect when lighted. #32. \$48. Imperial Lamp Co.



Vintage style floor lamp with a porcelain base and a decorative base. Features a white shade. Height 58". #33. Imperial Lamp Co. \$45.



# TO RETAIL FROM \$15 TO \$25



Traditional type china vase enriched with floral decor and choice of ox-blood or green accents. Velvet trimmed rayon shade. 27" high. \$15. H. R. Becker Co.



Modern table model "Torchette" for buffet, mantel or credenza is entirely of brass with red or green tole finish. Comes equipped with Nu-gold glass reflector globe. Overall 15". \$19.95 per pair. Portolamps, Inc.



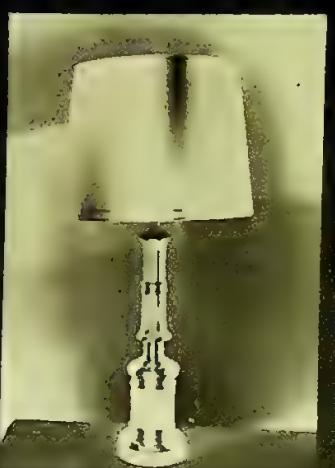
White eyelet embroidery gives a new look to this dainty boudoir lamp. Ceramic base in choice of green, pink or blue has simulated ruffles. Fabric shade in matching colors is eyelet trimmed. \$19.50. Nelson Lebo.



"Chinese Pagoda" design, #C523; available with either red and royo blue embossed decoration on ivory crackle base or blue on white. 27" overall. Hand-painted crackle shade carries out motif. \$17.50. Daison Mig. Co.



Hand-decorated opal and brass table lamp comes with matching pair of boudoir lamps. 3 pcs. \$19.95. Plymouth.



Chartreuse, gray, green, yellow or maroon lacquer finish on an all-metal column with brass trim. 34" overall. Opaque shade in matching colors. Min. 6 assorted. \$19.95. Godfrey & Wing.



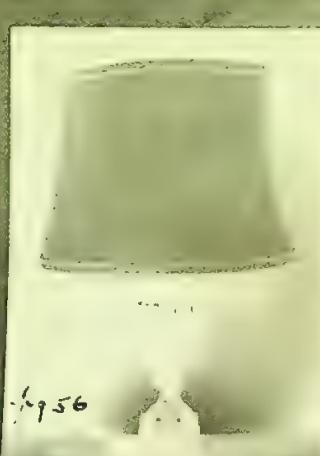
'Convertible' design developed by Kurt Versen for direct or indirect illumination with fingertip control shown in wall bracket style #9122. All steel construction with gray baked enamel finish. \$20. Gottschalk Sales Co.

Highly glazed abstract ceramic nude in choice of black, chartreuse or white. Equipped with deep opaque shade in matching colors. #2058. 33" high. \$20. Bradley.

English Staffordshire pottery dog mounted on brass base makes a smart decorative accent for theme rooms. Shade is hand-stitched rayon. Subject available in four sizes. Model 1062. 27" overall. \$25. Lipper & Mann.

Prewarline of hand wroughtcopper bases in a variety of interesting shapes returns. Smart for provincial schemes. Milk pail shown 33" overall comes with Fabritex shade in wide choice of patterns. \$28. Inez Troca.

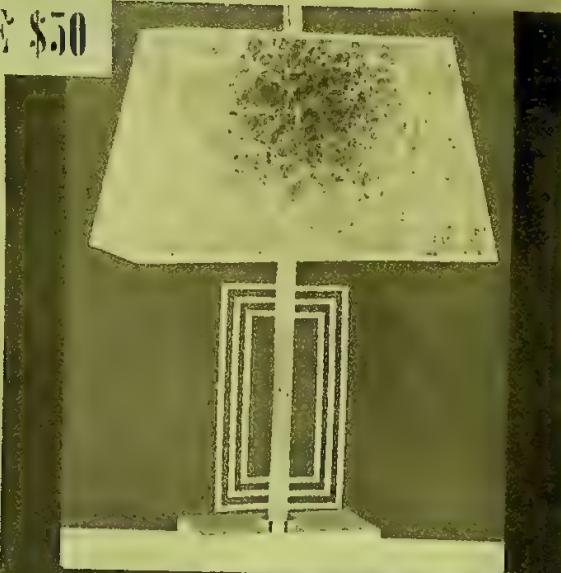
"Stuart China" urn base in choice of celadon, coral, yellow or cobalt egg blue is equipped with 16cm socket and 8" reflector. Rayon shade is 18" drum shape. Overall height 30". \$25. Schreyer.



# TO RETAIL ABOVE \$50



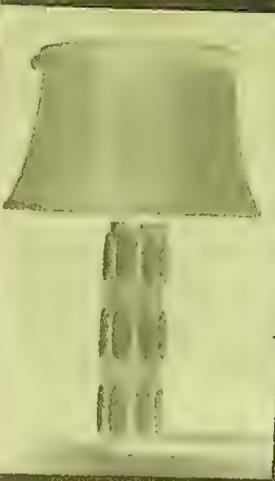
Hand-decorated flowers on white or ivory Italian pottery base mounted on wood. Silk shantung shade, 23" high. \$55. Little Jones Co.



Striking modern design, 30½" overall made of wrought iron finished in black or antique red with brass metal parts. 20x10" shade of cobweb plastic. #927. \$49. Otto Guggenheim & Co., Inc.



Ceramic panther in rich ebony glaze mounted on highly polished hardwood base makes dramatic decoration in modern settings. Stenciled fabric shade on adjustable brass posts, \$75. Royal Haeger Lamp Co.



Robert Dorf's ceramic design "Pebble Beach" combines bisque discs on green glazed base. Narrow wale corduroy shade, 38" high. \$75. Wm. H. Fenton.



Handsome Goldscheider porcelain Chinese figure in soft gray accented with turquoise. Fluted curved pedestal. Gray silk shade. One of companion pair, \$88 each. Van Cleef.

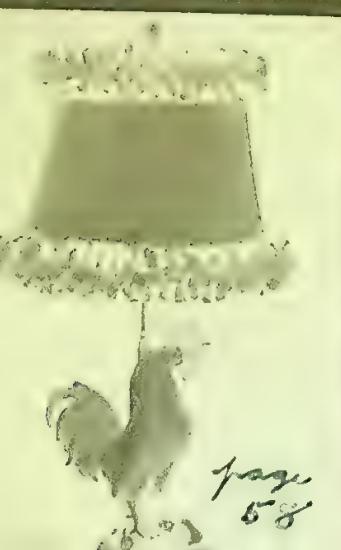


Hand-decorated reproduction of Chinese tole canister. Choice of color finishes. 34" high. Antiqued crackle shade lined with gold metallic paper, \$87.50. Eastern Art.



Unusual design in gold on tall white china column for contemporary or traditional rooms. Handmade eggshell satin shade and brass mounting, \$98. Taube, Inc.

Florentine ceramic rooster mounted on hand-carved pickled wood base enhanced with handmade white silk shade trimmed with ruching, 37" high. \$135. Abele-Wasserberg.

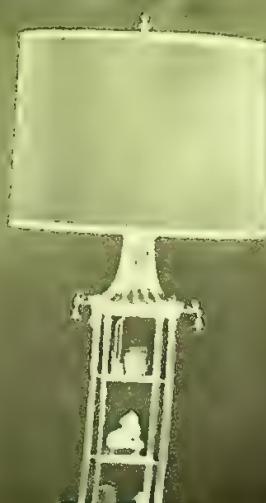


page  
58

Rich Capo-Di-Monte urn imported from Italy displayed on brass base, 34" high. Decorative braid trimmed hand-sewn silk shade. #16/843. \$139. "Vic" T. Bruhn Co.



Adaptation in antiqued English bronze by Edwin Cole of 18th century design. Ideal for display of Chinoiserie miniatures. Handmade parchment shade, 37". \$150. Stiffel-Bridley.



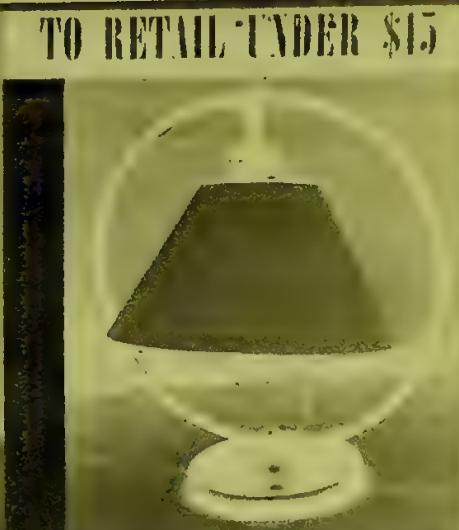
TO RETAIL UNDER \$15



Functional desk lamp 16" overall of steel with mahogany baked enamel finish. Felt back, weighted base. Harp fixture adjusts to throw light at desired angle. #990, \$3.95. George R. Greenwald.



Novel Colonial spool design in solid maple and brass parts makes a good gift selection from De Graw-Matthews line. Comes with red and white gingham shade. \$5. Florence L. Kay.



All metal "circle" desk lamp comes in choice of red, green or ivory baked enamel finish. Swivel neck allows tilt adjustment. \$7.95. The Verplex Co.

## HIGHLIGHTS OF THE NEW YORK LAMP SHOW

Shown here in four retail price brackets:  
under \$15; from \$15 to \$25;  
from \$25 to \$50; above \$50.



5' wrought iron floor lamp with a new twist as carrying handle has inside wiring. Comes in gunmetal and red or green tole finishes. \$12. Atlantic.



Nursery "Slumber Lamp" 10½" overall entirely of plastic. Revolves merry-go-round fashion without mechanism when lighted. Choice of pastel and bright colors. 3 subjects. \$8.95. Econolite.

Decal decoration on china base in choice of six colors. Cast brass mounting and hand-trimmed rayon shade. 28" overall. No. 4140 comes in minimum of six units, \$13.95 each. Lamperion Corp.

White, coral, yellow, blue, chartreuse or green leather lamp, 22" high, smartly enhanced with gold plated brass link "bracelet". Paper parchment drum shade in matching colors. \$14.95. Mario Mfg. Co.



page 55

The Long Boy Table is

48 UXR  
20

40

Catalog  
Mar. 1948

## DECORATIVE LAMPS

**Exclusive with FICKS REED CO.**



No. L171 A - Felt Base with design matching  
Fabric No. 100.  
Shade - Homespun with matching  
colored bonds. Height 27 in. Shade  
19 in. diam.

No. L 171 B - Same with Base design matching  
Fabric No. 101.

No. L 171 C - Same with Base design matching  
Fabric No. 102.



No. L 187

Natural Wood Base with Tole Cylinder  
matching Moss Green, Lime, Flame, Citron, or  
Turquoise.  
Shade — Homespun, with Trim matching base.  
Height 27 in. Shade 18 in. diam.



No. L11A - Ivory Tole Base with design matching Fabric No. 803.  
Shade - Homespun with matching colored bands.  
Height 27 in. Shade 19 in. diam.

No. L 11 B - Some with design matching Fabric  
No. 801



No. L 150 A - Lime colored Tole Base  
Shade - simulated Parchment with  
design matching Fabric No. 300  
No. L 150 B - Same with Aqua colored base and  
design matching Fabric No. 301



No. L 186

Base - Hand carved Natural Wood Col.  
Shade - Grass Paper with vari-colored trim  
Height 27 in. Shade 15 in. diam.



No. L 130

**Base-Natural wood with Rattan trim. Shelf simulated parchment fixed in reversible. Total height 58 in. Shelves 18 in. deep.**



No. L 140

**Base—Natural Walnut or Rosewood.**  
**Shelf—Green Paper with Gold Trim.**

# DE light

This beautiful desk lamp is one of the new line of packaged Moe Light portable fluorescents.

M1000 — one light.  
M2000 — twin light.



## line of fast-selling traffic items

These packaged lighting products — smartly styled and quality-built — help to make your lighting and lamps a more important, more profitable department.

M1016

**H**ERE'S a line that's a merchandising "natural." Products and packages are designed to make attractive window and counter displays — traffic "stoppers" that build over-the-counter sales into a *really* profitable volume!

Styled by Brooks Stevens, famous product designer—and made by Moe Brothers, known for a quarter of a century as specialists in residential lighting fixtures — this fast-selling line includes a desk lamp, bed lamp, kitchen light, hear lamp, and fluorescent pin-ups. Each lamp has numerous engineering fea-

tures for greater functional efficiency — features you can play up when the customer is "just looking" — features with extra sales appeal that makes the customer say, "Wrap it up — I'll take it!"

You can depend on the same high quality which has made Moe Brothers the recognized leader in the field of permanently-installed residential fixtures — now also available as carefully selected, attractively packaged traffic merchandise for over-the-counter selling; a few representative items are shown below.

A-2

Property of U. S. Patent Office  
For Examiners Use Only.

Property of U. S. Patent Office  
For Examiners Use Only.

Table Lamps

Dodge Inc. June 1947

A-2

LAMPS  
AND  
PEN SETS

Lamp shades on this page are furnished in satin, hand sewn.

PRICE LIST

Number	Height Inches	Price
102X Pen Set		
7. Base size		
Pedraza Onyx		\$28.00
Bronze Plate		30.00
SunRay		
Graziano Onyx		36.00
Bronze Plate		38.00
103X Pen Set		
7. Base size		
Pedraza Onyx		48.00
Bronze Plate		50.00
SunRay		
Graziano Onyx		63.00
Bronze Plate		65.00

210X Dryad Lamp

7. Base size		
Pedraza Onyx		49.00
Bronze Plate		49.00
SunRay		
Graziano Onyx		64.00
Bronze Plate		64.00

221 Large Catail Lamp

7. Base size		
SunRay		20.00
Bronze Plate		20.00

251 Indian Pink Lamp

7. Base size		
Menzel Onyx		17.00
SunRay		17.00

252 Small Catail Lamp

7. Base size		
Congdonite		17.00
SunRay		17.00

420X Vase Lamp

7. Base size		
SunRay		
Bronze Plate		



No. 420X



No. 210X



No. 251



No. 221



No. 252



No. 103X



No. 102X



TWO Great ALL-STAR Lines for Immediate Delivery

No. 122/312C



No. 122/312A

No. 122/312F

**COLONIAL LAMPS** • Beautiful, hand decorated founts in assorted styles as shown • Marble base mountings • Brass plated finish standards and inserts • Shades of glazed Spanish leather effect parchment, decorated with braid trim top and bottom • Minimum \$6 • \$7.85 each • F. O. B. Factory.



No. 153/206

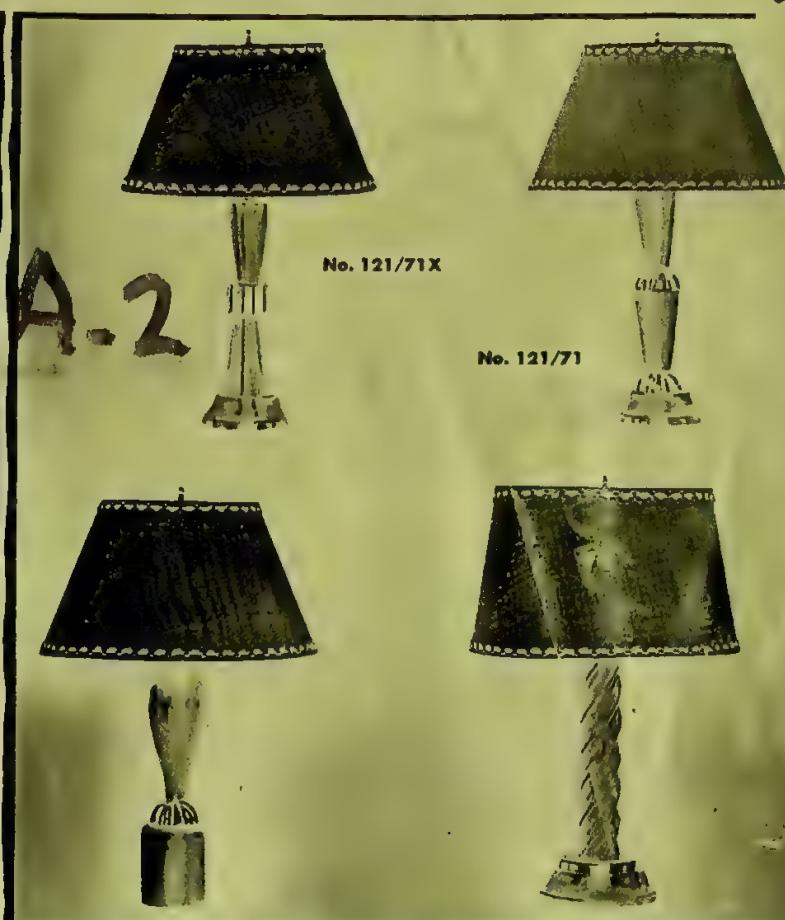


No. 153/209

**DECORATIVE MODERN LAMPS** • No. 153/208 Bleach only, 16" Drum shade of Satin over parchment, Height overall 23", \$10.90 each • No. 153/206 Walnut or Bleach, 16" shade of Fabric over Parchment, Lamp 23" high, \$8.40 each • No. 153/209 Solid Walnut or Bleach, 16" shade of Satin over parchment, \$11.95 each • All bases have brass trim • All priced F. O. B. Factory.



No. 153/208



No. 121/71X

No. 121/71

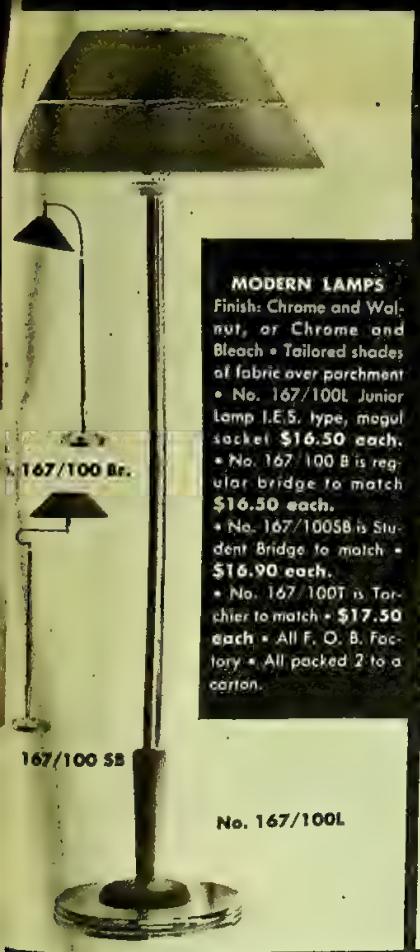


No. 121/65X



No. 121/68

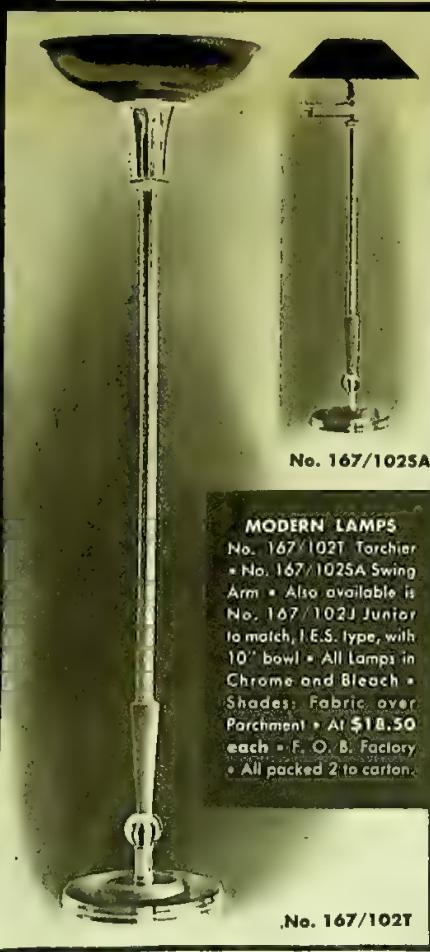
**MODERN TABLE UNITS** • All have smart bases in light wood finish • Shades are fabric over parchment • No. 121/65X, 23 1/2" high, \$4.35 each • No. 121/71X, 23 1/2" high, \$5.00 each • No. 121/68, 24" high, \$6.90 each • No. 121/71, 23 1/2" high, \$5.65 each • Minimum 12, Assorted or all one style • All Prices F. O. B. Chicago.



**MODERN LAMPS**  
Finish: Chrome and Walnut, or Chrome and Bleach • Tailored shades of fabric over parchment  
• No. 167/100L Junior Lamp I.E.S. type, mogul socket \$16.50 each.  
• No. 167/100B is regular bridge to match \$16.50 each.  
• No. 167/100SB is Student Bridge to match \$16.90 each.  
• No. 167/100T is Torchier to match \$17.50 each • All F. O. B. Factory • All packed 2 to a carton.

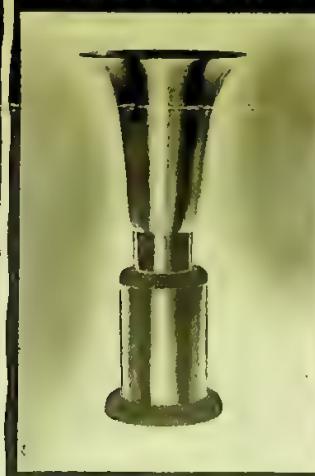
167/100 SB

No. 167/100L



**MODERN LAMPS**  
No. 167/102T Torchier  
• No. 167/102SA Swing Arm • Also available is No. 167/102J Junior to match, I.E.S. type, with 10" bowl • All Lamps in Chrome and Bleach • Shades: Fabric over Parchment • At \$18.50 each • F. O. B. Factory • All packed 2 to a carton.

No. 167/102T

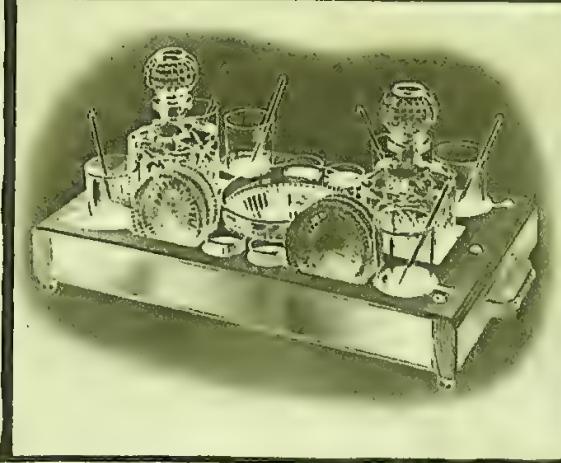


No. 125/222

No. 125/222 MODERN TABLE TORCHIER • A real splendid work of art • Aluminum and Bleach wood combination • Height: 17 1/2" • Mogul socket • \$9.95 each • F. O. B. Chicago.

All LOMAR shipments will be consolidated with those from BELL LAMP wherever feasible.

HENRY LOVENHART



No. 143/149

No. 143/149 SERV-A-BAR • Complete 26 piece Set • BLONDE TRAY with mirror insert • Complete 26 piece Set includes Tray, 6 highball glasses, 4 whiskey glasses, 6 stirrers, 6 coasters, 2 decanters, 1 ice bucket • Tray length overall 22" width 11 1/2" height 3 1/4" • Packed 1 to carton • \$6.95 each • F. O. B. Chicago.

**BELL LAMP MFG CO.**  
Manufacturers of Lamps • Smokers •

156-160 W. Walton Street  
CHICAGO 10, ILLINOIS

Combined Show Room SPACE 917 American Furniture Mart, Chicago



**Lomar Products, Inc.**  
Distributors of LAMPS • NOVELTIES • HOME FURNISHINGS

Office and Warehouse  
152-158 W. WALTON ST.  
CHICAGO 10, ILLINOIS



A-2

Table Lamp Box

Property of U. S. Patent Office  
For Examiners Use Only.

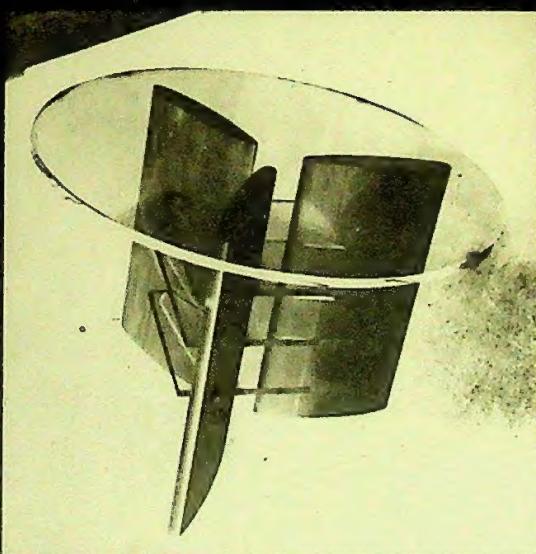
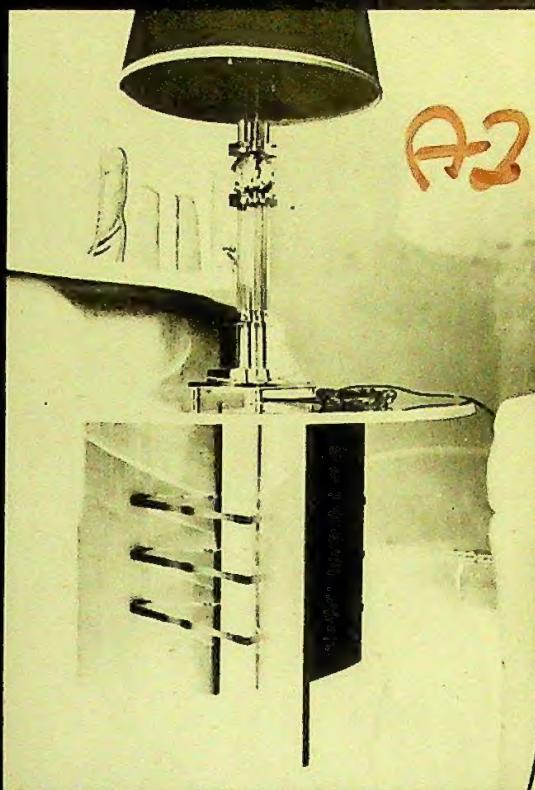
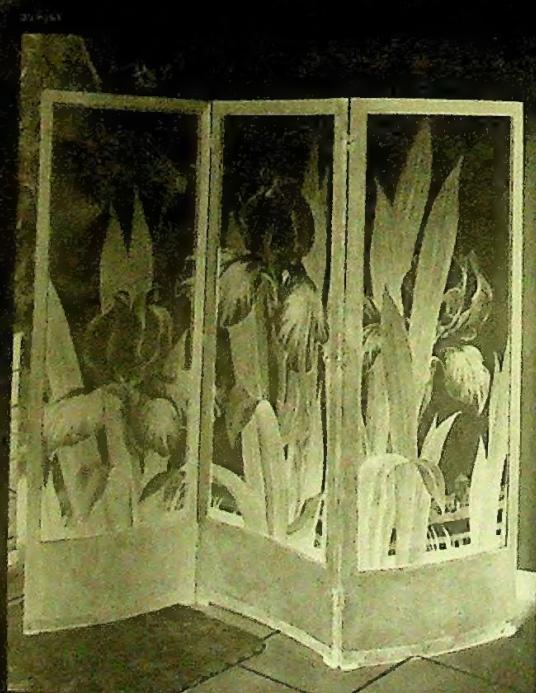
plete the tables which are placed at either end of a seven foot divan to support crystal lamps.

Edges of the plastic shelves pick up room lighting to make an interesting decorative pattern beneath the tables which would otherwise be dull and rather dark at night.

And speaking of possibilities in this field, we asked Mr. Rohde, who is especially interested in the development of plastics to make a few prophecies as to future potential uses.

Here are some of his ideas: "The inherent qualities of transparent plastics—permanence and strength—combined with light weight, make them increasingly useful to architects and designers. I have often thought of how effective a living room would be, which has walls of thin plastic material, with sheets on ball bearings to be changed at will, the colors suiting the mood of the moment. Or have the walls stationary with joints holding the sheets frankly exposed and making a pleasing pattern. In the home of the future we shall find transparent colorless plastics used as lamps and lighting fixtures. The ability of this type of plastic to carry light around curves will create new forms for lamps. With its perfect diffusing powers and light weight, translucent plastics will be used effectively for large suspended luminaires. There will be many other decorative applications for plastic materials such as railings and grills, hardware, table utensils and partitions."

And speaking of railings, it is interesting to note here that just recently a stair rail of a methyl methacrylate plastic has been installed in the home of one of the country's leading industrialists. Outside of aesthetic considerations, the practicality of the idea is obvious. Here is a rail that can be easily polished, and which has no surface color to wear through. (*Please turn to page 64*)



The tables above were designed by Joe Lopker for his own home. Three Plexiglas shelves supporting ovoid pilasters of blond maple pick up edge-lighting to form a pleasing pattern beneath the table top which is of glass. Jane Ross designed this three-panel screen (left) and painted the iris motif on the mat-finished side of sheet Plastacel, which is translucent enough to show through on the polished side.



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